

# **Two-stage Model of Destination Image: Exploring the Consequences**

A Thesis Submitted to the  
University of Salford  
in Partial Fulfilment of the  
Requirements for the Degree  
of  
Doctor of Philosophy

By  
Mamlakat Khudaykulova

September 2020

## **Acknowledgments**

I would like to express my sincere gratitude to my supervisors Professor Sunil Sahadev and Doctor Nandakumar Mankavil Kovil Veettil for their encouragement, guidance, and support.

All the praises to Allah for blessing me with the family that I grew up in and the family that I was trusted to frame. My family, I owe you special thanks for your endless support throughout my PhD journey. My beautiful, loving daughters, Malika and Maryam – you have been and are the reason to keep myself strong and persistently motivated to strive forward, my sincere thanks is to you.

## **Abstract**

In the globalized world tourism industry is acknowledged as an opportunity to enhance a country's overall development. As research suggests, a destination's main tool to become attractive is the destination image – the main pull factor in tourists' decision-making process. Hence, there has been extensive research on destination image to examine its formation and relationships with other tourist decision-related constructs. Although acknowledged as a dynamic process for its feature of developing over time in several stages, there has been no attempt to examine pre- and post-visit destination images in integration. Therefore, based on the call by several scholars and theoretical support of its importance, the study set its purpose to examine the direct and indirect impact of pre-visit destination image on post-visit image and destination image evaluation outcome variables.

For this purpose, a structural equation modelling of the relationships among pre- and post-visit images, perceived value, overall satisfaction, and word-of-mouth intentions was established. The data was collected from international tourists in Uzbekistan at two different points in time to test the hypotheses outlined in the model. In total, 178 paired questionnaires were collected. It was analysed on SmartPLS3. The findings confirmed the statistically significant direct impact of pre-visit image on post-visit image, and indirect impact of the pre-visit image through the post-visit image on the variables closely linked to the evaluation of the destination like satisfaction, value, and word of mouth intentions, hereby referred as destination image evaluation outcomes.

# Table of contents

<b>Acknowledgments .....</b>	<b>i</b>
<b>Abstract.....</b>	<b>ii</b>
<b>Table of contents .....</b>	<b>iii</b>
<b>List of tables.....</b>	<b>vii</b>
<b>List of figures.....</b>	<b>ix</b>
<b>CHAPTER 1 Introduction .....</b>	<b>1</b>
1.1    Justification of the research topic.....	1
1.2    Gaps in the literature .....	3
1.3    Contribution of the study.....	4
1.3.1    The need to examine the impact of pre-visit destination image on post-visit evaluation outcomes .....	4
1.3.2    Uzbekistan – data collection site.....	6
1.4    The methodology of the study.....	7
1.5    Rationale behind the choice of the sample population.....	8
1.6    Aim and objectives.....	9
1.7    Specification of the terms.....	10
1.7.1    A country as a tourist destination.....	10
1.7.2    ‘Visit’ in the scope of the study .....	10
1.8    Outline of the study .....	11
<b>CHAPTER 2 Literature review .....</b>	<b>15</b>
2.1    The roots of destination image .....	15
2.2    Destination image definitions.....	17
2.3    Destination image – a dynamic process .....	24
2.3.1    Stage theory .....	25
2.3.2    Consistency seeking theories .....	29
2.4    Systematic literature review .....	31
2.5    The variables and their relationships.....	138
2.5.1    Destination image and its components .....	138
2.5.1.1    Cognitive image.....	141
2.5.1.2    Affective image .....	142

2.5.1.3	Overall image .....	144
2.5.2	Relationships among cognitive and affective image .....	146
2.5.3	Hierarchical relationships of the cognitive, affective and overall image.....	148
2.5.4	Perceived value .....	150
2.5.4.1	Destination image as an antecedent of perceived value .....	152
2.5.5	Tourist satisfaction.....	153
2.5.5.1	Destination image as an antecedent of satisfaction .....	156
2.5.5.2	Perceived value as an antecedent of satisfaction .....	157
2.5.6	Word-of-mouth intentions .....	158
2.5.6.1	The concept of tourist loyalty in destination image studies .....	158
2.5.6.2	The need to study word-of-mouth intentions as an independent construct 158	
2.5.6.3	Importance of word-of-mouth .....	160
2.5.6.4	Destination image as an antecedent of word-of-mouth intentions .....	163
2.5.6.5	Perceived value as an antecedent of word-of-mouth intentions .....	166
2.5.6.6	Satisfaction as an antecedent of word-of-mouth intentions.....	167
2.6	Empirical studies on the dynamic destination image .....	169
2.6.1	Indirect impacts among the variables .....	180
2.6.1.1	Indirect effects examined in the destination image studies .....	180
2.6.1.2	Indirect impact of pre-visit destination image on destination image evaluation outcomes.....	184
2.7	Conceptual model of the study .....	185
<b>CHAPTER 3 The methodology of the study .....</b>		<b>188</b>
3.1	Research purpose and research assumptions.....	192
3.2	Research philosophy .....	193
3.3	Research approach.....	193
3.4	Research methods and research strategy .....	194
3.5	Time horizons and data collection techniques .....	195
3.6	Data collection.....	197
3.7	Sample population.....	198

3.8	Sample size.....	199
3.9	Data analysis technique.....	199
3.10	Social desirability bias .....	201
3.11	Structure of the questionnaires.....	201
3.12	Measurements of the variables.....	203
3.12.1	Operationalization of the cognitive image.....	207
3.12.2	Operationalization of the affective image.....	213
3.12.3	Operationalization of the overall image.....	213
3.12.4	Open-ended questions of unique image.....	214
3.12.5	Operationalization of the perceived value .....	214
3.12.6	Operationalization of the overall satisfaction .....	215
3.12.7	Operationalization of the word-of-mouth intentions .....	216
3.13	Ethical considerations .....	216
3.14	The pilot testing.....	217
<b>CHAPTER 4</b>	<b>Uzbekistan – the data collection site .....</b>	<b>233</b>
4.1	Cultural sites of Uzbekistan .....	236
<b>CHAPTER 5</b>	<b>Data analysis .....</b>	<b>238</b>
5.1	Specification of the constructs .....	238
5.2	Missing values and distribution of the scores .....	247
5.3	Descriptive statistics.....	252
5.4	Paired t-test of the cognitive image items .....	253
5.5	Open-ended questions .....	257
5.6	Measurement model evaluation .....	260
5.6.1	Reflective model evaluation .....	261
5.6.2	Formative model evaluation .....	266
5.6.3	Structural model evaluation .....	269
5.7	Path coefficient analysis.....	272
<b>CHAPTER 6</b>	<b>Discussion of the findings .....</b>	<b>280</b>
6.1	The antecedents of the affective image .....	280
6.2	The antecedents of the overall image.....	281
6.3	The antecedents of the perceived value.....	282
6.4	The antecedents of the overall satisfaction .....	282
6.5	The antecedents of the word-of-mouth intentions.....	283

6.6	Reasons to different findings in the literature .....	285
6.7	The impact of pre-visit destination image on post-visit destination image.....	286
6.8	The indirect impacts of destination image on post-visit destination image evaluation outcomes.....	287
6.9	Findings of the destination image of Uzbekistan .....	289
<b>Conclusion, Implications, Limitations .....</b>		<b>291</b>
	Conclusion.....	291
	Theoretical implications.....	292
	Practical implications .....	293
	Limitations .....	294
	Future research areas .....	295
<b>References... ..</b>		<b>296</b>
<b>Appendices... ..</b>		<b>329</b>
	Appendix 1 The pre-visit questionnaire .....	329
	Appendix 2 The post-visit questionnaire .....	333
	Appendix 3 Ethics approval letter.....	337
	Appendix 4 Participant information sheet.....	338
	Who has reviewed the study? .....	339
	Contact for Further Information .....	339
	Appendix 5 Uzbekistan map .....	340

## List of tables

Table 1 Outline of the study.....	12
Table 2 Definitions of destination image.....	19
Table 3 Summary of the studies in the systematic literature review .....	34
Table 4 Frequently studied variables and their direct relationships .....	123
Table 5 Structural review of studies in destination image formation with pre- and post-visit measurement of image .....	171
Table 6 Mediating effects examined in destination image studies .....	182
Table 7 Summary of the research methodology .....	190
Table 8 Conceptual constructs and their measurement.....	204
Table 9 Sources of the cognitive image measurement.....	210
Table 10 Frequency analysis of the open-ended question on images and characteristics of Uzbekistan.....	218
Table 11 Frequency analysis of the open-ended question on unique image of Uzbekistan ..	218
Table 12 The piloting questionnaire and the changes implemented.....	220
Table 13 Decision rules for determining whether a construct is formative or reflective .....	240
Table 14 Descriptive statistics of the measures .....	248
Table 15 Profile of the respondents .....	252
Table 16 Mean score differences between pre- and post-visit destination image .....	254
Table 17 Frequency of overall image items.....	257
Table 18 Stereotypical image aspects identified through open-ended questions .....	258
Table 19 Inner model outer loadings .....	261
Table 20 Cronbach's Alpha (CA), Composite Reliability (CR) and Average Variance Extracted (AVE) values of the reflective latent constructs.....	262
Table 21 Discriminant validity analysis based on Fornell-Larcker criterion .....	264
Table 22 Summary of Reflective Construct Evaluation .....	265
Table 23 Conceptual grouping of the cognitive image attributes .....	266
Table 24 Formative Constructs Outer Weights/Outer Loadings Significance testing results	268
Table 25 R <sup>2</sup> values of the endogenous latent constructs.....	269
Table 26 f <sup>2</sup> values.....	270
Table 27 Q <sup>2</sup> Values .....	272
Table 28 Insignificant effects.....	272



Table 29 Significance testing of the structural model path coefficients .....	274
Table 30 Results of the hypotheses testing .....	278

## List of figures

Figure 1 Generalized overview of the conceptual model .....	6
Figure 2 EKB model of consumer decision-making.....	27
Figure 3 Detailed overview of the conceptual model of the study .....	187
Figure 4 The research ‘onion’ by Saunders et al. (2015).....	189
Figure 5 Gift to the participants .....	198
Figure 6 SmartPLS 3 final bootstrapping modelling window .....	277
Figure 7 Uzbekistan Map image .....	340

# CHAPTER 1 Introduction

## 1.1 Justification of the research topic

Mass tourism as a leisure activity started becoming popular in the mid-1960s (Lo & Lee, 2011), and since then, it has become a crucial part of life (Yan, Zhou, & Wu, 2018) with an increasing number of holidays per individual (Almeida-Santana & Moreno-Gil, 2018).

Perhaps the main reason is that tourism is a social psychological experience; although the sociological factors such as income affect tourism behaviour, they are nevertheless significant determinants of the quality experiences, since what is important are tourists' cognitions and feelings (Dunn Ross & Iso-Ahola, 1991).

Hence, tourism is 'very much an image-driven industry' (Elliot, Papadopoulos, & Kim, 2011, p. 521). According to Lynch (1960, cited in Son & Pearce, 2005), the visual image that an individual has of a place gives 'identity, structure and meaning' (p. 280) to that place, and it offers 'a pre-taste of the destination' (Papadimitriou, Apostolopoulou, & Kaplanidou, 2015, p. p. 302). Therefore, image is the main factor for destinations to compete in the globalized competitive world (King, Chen, & Funk, 2015). In fact, in the tourism literature, the image of a destination has been acknowledged as the most potent pull factor in encouraging destination development (Gartner, 1994). Therefore, offering a unique image is the key to a marketing strategy (Hosany, Ekinci, & Uysal, 2006; Kislali, Kavaratzis, & Saren, 2016).

According to Wang and Hsu (2010), the notion that human behaviour is encouraged by perceived image rather than objective reality was put forward in the late 1950s by Boulding and Martineau. Therefore, acknowledging its role, tourism destination image has become a research area with significant focus (Elliot et al., 2011). In analysing about 3000 citations from tourism research articles, Crouch and Perdue (2015) reported that 'the number of citations per article has grown from 12.1 in 1980 to more than 50 in 2010, while 'journal citations have increased from 26.8% to 60.3%' (p. 575).

Li (2012) recognized that tourism destination image has proven equally critical in both demand and supply sides; from the demand perspective, research studies have focused on its role in destination choice processes, and from the supply perspective, it has been studied for destination positioning and competition purposes. As such, increased interest in destination

image is the result of realizing that destination image is crucial in impacting preferences towards a destination (Dolnicar & Grün, 2013).

From the supply side, there is a view that the destination is an essential component of marketing strategy that captures and increases tourist loyalty to gain revenue, enhance employment and contribute in regional development (Palau-Saumell, Forgas-Coll, Amaya-Molinar, & Sánchez-García, 2016) – the direct economic impacts of tourism (Song, Li, & Cao, 2017). Therefore, understanding consumer behaviour, known as tourist behaviour in tourism research, is the central point of a marketing strategy (Cohen, Prayag, & Moital, 2014). As Petrick, Morais, and Norman (2001) suggested, knowledge about constructs that are best predictors of behavioural intentions is useful for the development of destination's marketing plans, because 'when destinations have appropriate knowledge in hand, they can maintain a competitive advantage in terms of response time to problem-solving and quality decisions' (Pyo, 2012, p. 1157). Thus, identifying the determinants of tourist behavioural intentions is still in the centre of destination image research. As such, the image remains to emerge as an essential pull factor in the tourist decision-making process. For example, Wong, Xu, Tan, and Wen (2019) showed that with favourable cognitive destination image even tourists with low satisfaction might still be willing to remain loyal, and thus proved the importance of destination image.

Indeed, the effect of destination image on behavioural intentions appears as the most dominant subject by testing its direct (Chaulagain, Wiitala, & Fu, 2019; Huang, van der Veen, & Song, 2018; Stylos, Vassiliadis, Bellou, & Andronikidis, 2016; Xu, Chan, & Pratt, 2018), and indirect effects through variables such as satisfaction (Bhat Suhail & Darzi Mushtaq, 2018; Eid, El-Kassrawy, & Agag, 2019; Hasan Md, Abdullah Shamsul, Lew Tek, & Islam Md, 2019a; Li & Yang, 2015; Liu, Li, & Kim, 2017; Maghsoodi Tilaki, Hedayati Marzbali, Abdullah, & Bahauddin, 2016; Sanz-Blas, Buzova, & Carvajal-Trujillo, 2019), perceived value and quality (Hasan Md, Abdullah Shamsul, Lew Tek, & Islam, 2019b; Heydari Fard, Sanayei, & Ansari, 2019; Kim, Lee, Petrick, & Hahn, 2018; Moon & Han, 2019; Palau-Saumell et al., 2016; Yap, Ahmad, & Zhu, 2018). Therefore, studying destination images support destination marketing organizations 'to better understand how to control existing destination images, to repair the damage inflicted by negative events occurring at a destination, and, ultimately, to project desirable images of the destination in economically important markets' (Stepchenkova & Mills, 2010, p. 576).

## 1.2 Gaps in the literature

Although studies have immensely contributed to the development of this research area by establishing the primary antecedents of tourist behaviour, a systematic understanding of how destination image contributes to its consequences is still absent because these findings are mostly based on cross-sectional data (e.g., Chen & Phou, 2013; Kock, Josiassen, & Assaf, 2016). For this reason, Iordanova (2015) stated that a characteristic common to these studies is that they measured images either prior to, during, or after the trip to the destination.

On the other hand, recent studies have illustrated growing interest in incorporating pre-, during-, and post-travel destination images. These studies can be reviewed in two categories: (1) studies on change in the destination image, and (2) studies on the impact of change in the destination image. Studies in the first category have used keywords such as change, difference, shift, variation, modification, and decay in the destination image, and can be generalized as studies of change in the destination image. For example, a pivotal study by Kim, Styliadis, and Oh (2019b) confirmed variations among three-time points of travel and confirmed a change of destination image over time. Jani and Hwang (2011) identified a positive shift in image perceptions after the visit. King et al. (2015) ascertained decay in destination image was dimensionally specific, with affective and conative images more inclined to change, while cognitive image maintained stable. An important finding of these studies is that they unanimously indicate a positive shift in the image after experiencing the destination.

The main characteristic of the studies in the second category is that they went beyond identifying a change in destination image by illustrating the influence of this change on outcome variables (Lee, Kang, Reisinger, & Kim, 2012; Park & Nicolau, 2019), but these studies are not free from limitations that need attention. These studies have not tested the role of a pre-visit image in shaping post-visit consequences (Kim, Jung, Kim, & Fountoulaki, 2015; Manhas, Manrai, & Manrai, 2016). Also, some of these studies are limited in their focus by excluding the impact of before travel destination image, but rather measuring the impact of after travel destination images on outcome variables, such as satisfaction and behavioural intentions (e.g., Kim et al., 2019b). Therefore, approaches of existing studies fail to pull along the influence of pre-trip destination image on post-trip constructs.

This needs to be addressed because there is an indication that formation and change of destination are interdependent and continuous processes. King et al. (2015) correctly argued that the formation and change of destination image are related and is a continuous process, and therefore isolating them as unconnected is not plausible. Similarly, Cohen et al. (2014) stressed, the steps that an individual undergoes as a tourist is acknowledged as a process with varying yet inter-linked stages that are best analysed as a whole. Besides, there is theoretical support to claim the relationship of the pre-visit image on post-visit variables. Specifically, the stage and consistency seeking theories can serve as a foundation to hypothesize these relationships (discussed in the Literature Review).

Still, limited attention is paid to multilevel issues and theoretical integration in the research of destination development (Haugland, Ness, Grønseth, & Aarstad, 2011) because research on destination image mainly focuses on destination image as a static structure by examining the relationship between a specific image form (pre or post) and tourist behaviours (pre-visit decisions or post-visit future intentions) (King et al., 2015).

### **1.3 Contribution of the study**

The purpose of this section is to discuss the contribution of the study. Mainly, two contributions stem from this research: theoretical and context-based. Firstly, from the theoretical point, the study proposes and tests an integrated conceptual model of pre- and post-stages of the destination image. Despite several calls that point to the need for a comprehensive model that incorporates the dynamic notion of destination image, such a model does not find mention in the extant literature. Secondly, by collecting the primary data in Uzbekistan, it addressed the need to focus on destinations that have not been researched before.

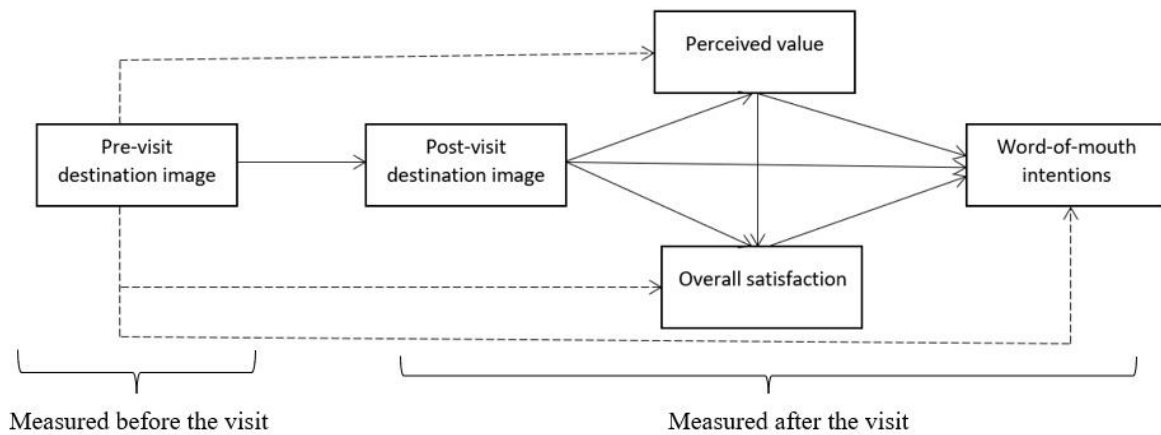
#### **1.3.1 The need to examine the impact of pre-visit destination image on post-visit evaluation outcomes**

As discussed, it has become clear that many studies that have attempted to study destination image formation process through longitudinal designs prove the widely held belief about the dynamic nature of the destination image formation process because destination image evolves. Moreover, there are empirical findings that indicate the dynamism of the destination image and the importance of pre-visit and post-visit images. For example, Smith, Li, Pan,

Witte, and Doherty (2015) used a longitudinal method to come to this conclusion. Before the trip, the participants completed a pre-visit survey. After that, they were asked to record their thoughts and feelings about what they saw four times during their trip. Next, they completed a post-visit survey one month after the trip. As a result of their analysis, they concluded that the destination image is dynamic, which evolves continuously throughout the tourist's trip. Interestingly, the study also found that the most important impressions are those that are shaped upon arrival and departure. Therefore, this empirical finding indicates the importance of the calls to integrate the pre-visit destination image in the relationships among post-visit perceptions.

To conclude, the cross-sectional studies repeatedly have researched the effect of destination image on travelers' behavioural intentions. Further, the longitudinal studies have tested the impact of pre- and post-visit destination image incongruence on satisfaction and other variables. These studies undoubtedly provide the advancement of establishing the influence of destination image on relative constructs, and thus, the importance of destination image in tourist behaviour. However, from the review of the extant literature, it is clear the studies that try to understand the complex relationships that link both pre-trip and post-trip destination images with critical trip-related outcome variables (e.g., satisfaction and behavioural intentions) have not been conducted so far, despite the repeated calls for such studies. Therefore, the role of the pre-visit destination image in shaping the constructs that evolve in the subsequent phases of the travel experience remains unknown. Considering the gap and the calls to address this gap in the literature, the current study attempted to explore this theme by hypothesising the capacity of pre-visit destination image perceptions to directly influence post-visit destination image (perceptions) and to indirectly influence post-trip destination image evaluation outcomes (i.e., perceived value, satisfaction, and word-of-mouth intentions). Doing so, it offers a new model for understanding the root of tourists' post-visit evaluations and choices. The generalized overview of the model is given in Figure 1.

Figure 1 Generalized overview of the conceptual model



### 1.3.2 Uzbekistan – data collection site

The majority of studies on destination image and tourist behavioural intentions were conducted in the West (Sun, Geng-Qing Chi, & Xu, 2013; Wang & Hsu, 2010). Examining the destination image studies published during 25 years, Josiassen, Assaf, Woo, and Kock (2016b) identified that the focus on Western destinations dominated, followed by Latin America, Africa, Middle East, Northern and Southern Asia, and Oceania. Therefore, there is scarcity in research on Central Asian destinations. The systematic review conducted as part of the current research identified one empirical study by Lee et al. (2012), which examined the image of Central Asia, but exceptionally by Korean tourists. Also, it has a general focus on all Central Asian regions. So, the literature points to the need to pay attention to under-researched destinations.

Therefore, the current study is the first empirical study with the choice of Uzbekistan as the data collection site – an under-researched destination, though with a highly developed tourism industry. In general, the destinations that see success in tourism strive to use their cultural and other resources to expand the economy (Du, Lew, & Ng, 2014; Lban, Kaşli, & Bezirgan, 2015). Uzbekistan also has been promoting its touristic image to develop its inbound tourism. Therefore, the results of the study also hold significant practical implications by determining its image as a tourism destination because, as O’Leary and Deegan (2005) noted, a combination of pre- and post-visit questionnaires is ‘an essential



component of the image appraisal process' (p. 251) so that destination marketing efforts can be made to match expectations with reality.

To sum up, the originality of the current study stems from, firstly, its attempt to examine the role of pre-trip destination image on post-trip consequences. Secondly, having chosen its data collection site as Uzbekistan, it hopes to contribute to increasing research interest in destinations like Uzbekistan.

## **1.4 The methodology of the study**

This part of the research is an overview of the study's data collection method and its sample population. The main purpose is to explain the reasons behind the choice of the method of collecting the longitudinal data and, therefore, the methodological contribution of the study. The choice of international tourists as the sample population is also discussed.

Methodologically, studies with a focus on more than a single stage of a trip have adopted either of the three methods: (i) a retrospective method, which implies measuring the pre-trip destination image after the trip; (ii) different samples method, which means measuring pre- and post-trip destination images of arriving and departing tourists and (iii) same samples method, which implies measuring pre- and post-trip images from the same sample before and then after their trips.

The first two methods are quite common despite recognized limitations; based on the systematic literature review, 31 studies out of 45 were identified in these categories (e.g., Assaker & Hallak, 2013; Iordanova & Styliadis, 2019; Martín-Santana, Beerli-Palacio, & Nazzareno, 2017). The main drawback of the first method is that the application of retrospective measure is susceptible to memory recall (Kim, McKercher, & Lee, 2009) because it measures pre-trip destination image after the trip based on the respondents' memory. Besides, it has received empirical confirmation that destination image changes and weakens as a result of the impact of memory decay over time (King et al., 2015). As per the second method – the different samples method, Jani and Nguni (2016), pointed out that the studies on differences between pre- and post- destination images are rather a proxy of image development due to study design completed by different samples. Therefore, the use of the same respondents with a more objective measurement method is necessary while incorporating more than a single trip stage (Wang & Davidson, 2010). Such an approach is

guaranteed to capture actual changes without the interference of externalities (e.g., individual and travelling differences) (Jani & Nguni, 2016).

Although the third – same samples method, is the most appropriate design to reduce these limitations, it is difficult to reach to the same respondents repeatedly. Therefore, the studies in this category have used during and after trip data collection, or they have used a sample population of participants of sports events, such as marathons and Olympics. Li and Vogelsong (2006) and Vogt and Andereck (2003) collected data from the same respondents but first during and then after the trip. King et al. (2015) collected data from sport tourists three weeks after the event and again, ten months after the event.

The current study chose to collect its data from the same sample of tourists at two points in time to control the issues such as intrapersonal differences. The data was collected at the start and then at the end of their tours at the destination. However, it also has limitations due to the difficulties to reach the respondents before they arrive at the destination and after they leave the destination.

## **1.5 Rationale behind the choice of the sample population**

Further, the scope of the study is the perceived image by international tourists. According to Sekuler and Blake (2002, cited in Wang & Davidson, 2010), perception is ‘the acquisition and processing of sensory information to see, hear, taste, smell, or feel objects in the world’ and more importantly, it ‘guides an organism’s actions concerning those objects’ (p. 113).

In this study, *perceived image* is defined as the image constructed in the tourists’ minds before and after their visits to the destination and the *tourists* are international visitors to the destination. Theoretically, the reason behind the choice of the sample population is the empirically confirmed differences between international and domestic tourists, while practically the purpose is to support inbound tourism growth in the destination under the study by identifying international tourists’ perceptions of the destination’s image.

Firstly, empirical studies report differences between international and domestic tourists’ perceived images. For example, Slak Valek and Williams (2018) examined perceptions of Abu Dhabi’s image of locals and foreign tourists and identified that the associations with the destination’s image by residents significantly differed from those of foreigners. Similarly,

Aziz and Zainol (2009) identified that destination images of domestic tourists were higher than foreign tourists. Another study by Bui and Le (2016) found differences between domestic and international tourists, with international tourists having higher standards and being more critical in their perceptions and expressing lower satisfactions. Also, an interesting finding of the study by Eusébio and Vieira (2013) showed a significant impact of a destination's attributes on willingness to recommend the destination was evident in international tourists than in domestic tourists. As such, a study cannot combine international and domestic tourists as a single population.

Secondly, the data collection point of this study was Uzbekistan. International tourism development is critical for countries in the state of transition, like Uzbekistan (Zaman, Moemen, & Islam, 2017), due to its socio-economic importance through an increase in income, employment rates and government revenues (Darbellay & Stock, 2012; Lban et al., 2015; Smallman & Moore, 2010). Nevertheless, there is a lack of academic research in Uzbekistan despite the attempts by the destination's stakeholders to promote it to the world outside the destination. By conducting primary data collection in this destination with its international tourists, the hope is to provide some practical usefulness to the destination's tourism stakeholders because it is important for tourism destinations to be aware of the image that tourists have so that they can enhance the competitiveness of their destinations.

## **1.6 Aim and objectives**

Considering the identified gap and the specific calls made by scholars of the importance of examining pre- and post-visit destination images as a continuous process, this study attempted to address this gap. Therefore, the aim of the study is: to establish the impact of pre-visit destination image perceptions on post-visit destination image perceptions and destination image evaluation outcomes. The following are the broad objectives of this study:

- to explore extent theories and empirical studies to establish pre- and post-visit destination image as an integrated process;
- to identify the destination image evaluation outcome variables;
- to develop a conceptual model that incorporates the relationships between pre- and post-visit destination image and the destination image evaluation outcome variables;
- to validate the relationships in the conceptual model using longitudinal data.

## **1.7 Specification of the terms**

The purpose of this subsection is to clarify the application of a country at a destination level, and the usage of ‘visit’ in the context of this study.

### **1.7.1 A country as a tourist destination**

World Tourism Organization (2019) defines a tourism destination as ‘a physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight’ (p. 10). Gallarza, Saura, and García (2002) identified five destination levels as object variables of destination image studies: countries, cities, states, ski-stations, areas such as valleys and islands. Similarly, Echtner and Ritchie (2003) counted states, regions, and countries as representatives of destinations. Further, Josiassen et al. (2016b) identified that destination image is the most studied destination level. Similarly, the destination on the focus of this study is Uzbekistan – a country with several touristic ancient cities visited by tourists as a single-route trip.

In the consumer behaviour literature, country image and destination image have been investigated and found as two different constructs, and the studies have represented the country image as an antecedent of destination image (Palau-Saumell et al., 2016). Lee and Hsu (2013) stated that the concept of the country image should be considered different from the idea of destination image based on their analysis, which showed the individuals rated Turkey as a tourism destination more positively than as a country. These studies indicate that country image covers factors different than destination image. As such, even when the destination level is a country tourists still evaluate it as a tourist destination. Therefore, in instances like Uzbekistan where the tourists visit several cities kilometres away from each other, it allows to generalize it as Uzbekistan, instead of referring to each of its specific touristic cities.

### **1.7.2 ‘Visit’ in the scope of the study**

As stated, the pre-visit data of this study were collected at the destination before the tours, and post-visit data were collected again at the destination after the tours. Therefore, the question was whether it would be appropriate to use ‘visit’ when, the data collection did not cover the actual start and endpoints of the visit.

Although destination image studies have used words like ‘trip’ (e.g., Chen, 2019; Jani & Nguni, 2016; Tasci, 2006; Wang & Davidson, 2010; Yilmaz, Yilmaz, İçigen, Ekin, & Utku, 2009) and ‘travel’ (e.g., Akhoondnejad, 2015; Kim et al., 2019b) interchangeably in their studies of destination image perceived by tourists, ‘visit’ is the most used word in this sense. Using ‘visit’ is a common practice particularly with the prefixes ‘pre’ and ‘post’ (i.e., pre-visit, post-visit) (e.g., Beerli-Palacio & Martín-Santana, 2019; Beerli-Palacio & Martín-Santana Josefa, 2017; Chen, Ji, & Funk, 2014; Chon, 1991; Florek, Breitbarth, & Conejo, 2008; Jani & Hwang, 2011; Kim & Chen, 2016; Kim et al., 2009; Lee, Lee, & Lee, 2014a; Lim, Chew, Lim, & Liu, 2014; Martín-Santana et al., 2017). The studies that collected data while tourists were at the destination also used ‘visit’ even though collecting data after tourists have arrived at the destination might be insufficient to measure the ‘visit,’ but rather ‘experience’ at the destination. Yilmaz et al. (2009) used pre- and post-trip, although their sample population was arriving and departing tourists. Beerli-Palacio and Martín-Santana Josefa (2017) also obtained post-visit questionnaires at the destination.

On the other hand, some studies used ‘experience,’ but not as synonymous to ‘visit.’ Pujiastuti, Nimran, Suharyono, and Kusumawati (2017) explained the experience as a perception established during an event. For example, as they explained, consumption experience is ‘awareness and feelings’ (p. 1171) of the consumers during product consumption. The authors operationalized the construct through items like ‘joy, cheerful, pleasure, etc.’. Similarly, Lee, Chang, and Luo (2016) operationalized recreation experience through the feelings that resulted from interacting with the destination. Therefore, tourist experience is a tourist’s subjective perceptions during the trip activities and tourist’s feelings that are aroused after the visit.

Considering the scope of use in most studies, the terms ‘pre- and post-visit’ were used in the current study, although the study’s data collection method puts the image measured analogous to the destination image before and after experiencing the destinations’ touristic attractions.

## **1.8 Outline of the study**

This thesis is organized into five chapters, which are outlined in Table 1. After the fifth chapter, the conclusion of the study, the limitations of and possible implications from the study are also stated.

Table 1 Outline of the study

Study chapter	Chapter content
<p>Chapter 1. Introduction</p>	<ul style="list-style-type: none"> <li>the importance of studying destination image is discussed</li> <li>the originality of the study is stated based on the discussion of the gap in the literature</li> <li>data collection methods used by the empirical studies are briefly discussed, their limitations are indicated, and the method of the current study is justified. The choice of the sample population is also justified</li> <li>the rationale behind using ‘country’ as a destination level, and usage of ‘visit’ is explained</li> <li>the study’s aim and objectives are stated</li> </ul>
<p>Chapter 2. Literature Review</p> <ul style="list-style-type: none"> <li>Objective 1: to explore extent theories and empirical studies to establish pre- and post-visit destination image as an integrated process</li> <li>Objective 2: to identify the destination image evaluation outcome variables;</li> <li>Objective 3:</li> </ul>	<ul style="list-style-type: none"> <li>destination image is discussed with related disciplines</li> <li>definitions of the destination image are reviewed, and main categories of the definitions are identified</li> <li>based on empirical and conceptual studies, the destination image is explained as a dynamic process that goes through several stages. Theoretical foundations (i.e., stage theory and consistency seeking theories) are also presented. Based on the attitude theory and empirical studies, destination image is identified to comprise cognitive, affective, and overall images</li> <li>the findings identified based on the 363 studies as a result of the systematic literature review are presented. The relationships among the image components, and the studied evaluation outcome constructs after the visit and their relationships are identified. The</li> </ul>

to develop a conceptual model that incorporates pre- and post-visit destination image and the destination image evaluation outcome variables	<p>gap in the literature is discussed based on the studies that examined destination image as a multi-stage process</p> <ul style="list-style-type: none"> <li>the hypotheses of the study are set, and the conceptual model of the study is outlined.</li> </ul>
<p>Chapter 3. Research Methodology</p> <ul style="list-style-type: none"> <li>Objective 4: to validate the relationships in the conceptual model using longitudinal data</li> </ul>	<ul style="list-style-type: none"> <li>the research methodology is discussed based on the ‘research onion’ by (Saunders, Lewis, &amp; Thornhill, 2015)</li> <li>the operationalization of the variables is discussed with their sources</li> <li>the longitudinal data collection procedure is detailed</li> <li>the ethical procedure is reported</li> <li>Uzbekistan – the data collection site is described as a tourism destination</li> <li>the piloting study details are provided</li> </ul>
Chapter 4. Uzbekistan – data collection site	<ul style="list-style-type: none"> <li>discussion of Uzbekistan as a tourism destination</li> </ul>
<p>Chapter 5. Data analysis</p> <ul style="list-style-type: none"> <li>Objective 4: to validate the relationships in the conceptual model using longitudinal data</li> </ul>	<p>the chapter includes the analysis results on the SmartPLS3:</p> <ul style="list-style-type: none"> <li>data screening results</li> <li>descriptive statistics</li> <li>paired t-test results of the pre- and post-cognitive images</li> <li>results of the open-ended questions</li> <li>measurement model evaluation</li> <li>structural model evaluation, including direct and indirect hypotheses testing results</li> </ul>

Chapter 6: Discussion of the findings	meaning and importance of the findings are discussed in relevance to the study's theoretical basis and existing studies
Conclusion, limitations and implications	<ul style="list-style-type: none"> <li>• the conclusion states summary of the study argument and the main findings</li> <li>• the limitations of the study are acknowledged</li> <li>• theoretical and possible practical impacts are given</li> </ul>



## **CHAPTER 2 Literature review**

The purpose of this subchapter is, firstly, to examine destination image construct and to reveal the destination image as a process that incorporates more than a single stage, which leads to the fulfilment of the objective one (i.e., to explore extent theories and empirical studies to establish pre- and post-visit destination image as an integrated process). Secondly, in this chapter, the relationships between destination image and post-visit outcome variables are established in light of the conceptual and empirical literature in this research field. By doing so, it allows us to present the current state of research and to demonstrate the gap that this study has addressed and to achieve objective two of the study (i.e., to identify the destination image evaluation outcome variables). Thirdly, it contains the hypotheses and the conceptual model of the study to fulfill the objective three (i.e., to develop a conceptual model that incorporates pre- and post-visit destination image and destination image evaluation outcome variables).

### **2.1 The roots of destination image**

The roots of the destination image as a field of study goes back to multiple disciplines (Prebežac & Mikulić, 2008). Before the introduction to the tourism research, ‘image’ has been studied in the disciplines of social and environmental psychology, marketing, and consumer behaviour (Stepchenkova & Mills, 2010). Further, Konecnik and Gartner (2007) stated that destination image has been broadly studied with roots in marketing and has been analysed in disciplines such as anthropology, geography, and sociology. They identified the destination image concept as mostly being investigated under the ‘tourism decision process’ (p. 404) topics rooted in consumer behaviour studies. So, the literature shows that the origins of the destination image concept stem from disciplines of psychology, philosophy, geography, anthropology, sociology, and consumer behaviour. Before proceeding to the meaning of destination image, therefore, it is worth reviewing how destination image has developed in light of these disciplines to better understand the concept of the destination image.

Mainly, psychology can be pointed as the principal among these disciplines (Skavronskaya et al., 2017), since image formation is closely related to the concept of imagery (i.e., mental picturing). Imagery is fulfilled by any or all the senses (e.g., smell, taste), which in turn makes it ‘a distinct way of processing and storing multisensory information in working

memory' (Echtner & Ritchie, 2003, p. 39). Psychologists outline imagery as visualization of past or future happenings through mentally formed images (Iordanova, 2015), and define the image as a way of processing and holding information received through multiple senses in the cognitive system (i.e., working memory) (Echtner & Ritchie, 2003). It is also searching for objects, such as scenes, symbols, or people, in the long-term memory (Pearce, 1982, cited in Galvani & Pirazzoli, 2013). Furthermore, the notion of destination image that confirms positive feelings as important components of the travel experience is characteristic of hedonic psychological views (Skavronskaya et al., 2017). Therefore, image formation as a mentally developed process heavily relies on the guidelines in psychology.

Contributions of other disciplines namely, anthropology and sociology play an equally crucial role in conceptualizing destination image as a mental construct (Prats, Camprubí, & Coromina, 2016). Furthermore, based on the philosophical stance, image reflects the relationship between reality and individuals' perceptions (Iordanova, 2015). Geographers take a more holistic viewpoint towards place images through impressions, knowledge, and emotions (Jenkins, 1999). These points highlight core notions of destination image construct, and their significance for destination image research becomes even more evident in their use of the key terms, such as 'impressions' and 'a mental construct,' which are active in definitions of the destination image. For example, Dichter (1985) defined the image concept as the total impression that an object makes in the minds of individuals, while, as per Foroudi et al. (2018), image is the development of a memory code or a mental construct that is triggered by the provided information. As seen, anthropology, sociology, philosophy, geography, and several other disciplines are valuable in the development of destination image research.

Another closely related field that has contributed to the development of destination image research is consumer behaviour with its concept of 'product image' (Madden, Rashid, & Zainol, 2016). Pan and Li (2011) ascertained that the notion of the image had been widely applied by marketing scholars in regard to individuals' perceptions of a product, store, or entity. After that, the concept of image entered the tourism area to mean people's perceptions of a place. As such, it is not surprising that the image of a product and of a destination hold similar definitions. For example, like most definitions of destination image, the definitions by Herzog (1963), Dichter (1985), and Hampton et al. (1987) (cited in Echtner & Ritchie, 2003) described product image is the sum of impressions received from multiple sources or the

experience and is subjective, as well as multidimensional. The two constructs (i.e., product image and destination image) also share views on how the perceptions (about images) are developed through. A study by Price (1987, cited in Echtner & Ritchie, 2003) is significant in explaining this because it suggests that discursive and imagery modes are active while processing product information. Discursive processing is about processing information based on individual attributes, while imagery processing takes place through holistic information. What this means is that perceptions of a product are based on its individual attributes and holistic features; the same point ascertained in destination image research.

Another concept in consumer behaviour – the construct of brand image is also in line with the destination image. As per Dobni and Zinkhan (1990), the notion of brand image in consumer behaviour research was introduced in the 1950s, while destination image as a concept started to emerge in the 1970s (Bruwer, Pratt, Saliba, & Hirche, 2017). The concept of brand image combines the importance of feelings nearby physical attributes for consumer's choice of a particular brand (Dobni & Zinkhan, 1990). Definitions of the brand image define the concept as the sum of impressions that the consumer has about a brand that are established by various sources (Newman 1957, cited in Barnes, Mattsson, & Sørensen, 2014), a group of ideas, feelings and attitudes towards the brands (Gardner and Levy 1985, cited in Dobni & Zinkhan, 1990), or as overall perceptions and impressions about the brand (Lee, James, & Kim, 2014b; Zhang, 2015). Also, brand image is defined as the associations, such as characteristics and aspects of a brand in the consumer's minds (Keller, Parameswaran, & Jacob, 2011; Kotler & Keller, 2016). This implies that, like the destination image, the brand image bears holistic, attribute-based, and affective perceptions.

## **2.2 Destination image definitions**

Up to here, it became clear that the relatively recent discipline of destination image relies on other related disciplines to establish its principles. As such, the next task is to understand what destination image is by reviewing its proposed definitions.

There are numerous definitions of destination image, and the existence of multiple approaches to define destination image highlights the vagueness of the construct. Despite an increase in the number of destination image studies, little consensus has been achieved among the alternative conceptualizations (Stylos & Andronikidis, 2013), resulting in a lack of uniform definition (Galvani & Pirazzoli, 2013). One reason for this might be that

destination image studies are conducted by researchers with a diverse academic background, including tourism, hospitality, business, psychology, and sociology (Keller et al., 2011; Tasci, 2009). For example, studies have used component, dimension, factor, and attribute as synonyms (Iordanova, 2015). The application of different terminologies towards the same concept by the researchers with diverse backgrounds, perhaps, is the main reason for inconsistency among some definitions. Existing definitions of destination image are cited in several studies (Echtner & Ritchie, 2003; Gallarza et al., 2002; Nghiệm-Phú, 2014; Rodrigues, Correia, & Kozak, 2012; Su, Hsu, & Swanson, 2017; Tasci, Gartner, & Tamer Cavusgil, 2007; Zhang, Fu, Cai, & Lu, 2014). Therefore, the definitions have been derived from these studies and blended into a single Table 2.

Table 2 Definitions of destination image

<b>Holistic-focused definitions</b>		
A totality of impressions, beliefs, ideas, expectations, and feelings accumulated toward a place over time (Kim and Richardson, 2003)	The result of composite perceptions which are, in turn, dictated by attitudes to result in a positive or negative image (Susssmann and Unel, 1999)	Not individual traits... but the total impression an entity makes (Reilly, 1990)
A composite of various products (attractions) and attributes woven into a total impression (MacKay and Fesenmaier, 2000)	The image of a place is the sum of beliefs, ideas, and impressions that a person holds of it (Kotler, 1994)	The set of meanings by which an object is known and through which people describe, remember and relate to it. Result of the interaction of a person's beliefs, ideas, feelings, expectations and impressions about a destination (Chon, 1990)
A sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perception (Murphy, Pritchard, and Smith, 2000)	Overall impression or attitude that an individual acquires of a specific destination (Degostar and Isotalo, 1992)	Overall impression which is formed as a result of the evaluation of individual attributes which may contain both cognitive and emotional components (Dichter, 1985)
<b>Attitude-based definitions</b>		
An attitude-like construct consisting of cognitive and affective evaluations (Faulland, Matzler and Füller, 2008)	Destination images are developed by three hierarchically interrelated components:	The perceptions of individual destination attributes and the holistic impression made by the destination (Echtner and Ritchie, 1991)

An individual's mental representation of knowledge, feelings, and global impressions about a destination (Baloglu and McCleary, 1999)	cognitive, affective, and conative (Gartner, 1993; 1996)  Destination image comprises attribute, holistic, functional, psychological, common and unique components (Echtner and Ritchie, 1993)	
<b>Attribute-focused definitions</b>		
An expression of knowledge, impressions, imaginations, prejudice and emotional thoughts an individual or group has of a particular destination (Lawson, 1977)  Image is a mental representation of attributes and benefits sought of a product (Santos Arrebola, 1994)	Images represent a simplification of a large number of associations and pieces of information connected with the place. They are the product of the mind trying to process and essentialize huge amounts of data about a place (Kotler, Haider and Rein, 1993)	Image is the mental construct developed by a potential tourist on the basis of a few selected impressions among the flood of total impressions (Fakeye, 1991)
<b>Subject-focused definitions</b>		
The subjective interpretation of reality made by the tourist (Bigne et al., 2001)	People's beliefs, ideas or impressions about a place (Choi, Chan, and Wu, 1999)	Ideas or conceptions held individually or collectively of the destination under investigation (Embacher and Buttle, 1989)

Perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values including functional, social, emotional, epistemic, and conditional benefits of a destination (Tapachai and Waryszak, 2000)	Visual or mental impression of a place, a product, or an experience held by the general public (Milman and Pizam, 1995)	Perceptions held by potential visitors about an area (Hunt, 1975)
<b>Relatively imprecise definitions</b>		
A common structure or schema of evaluations that can be used to differentiate between tourism destinations (Walmsley and Young, 1998)	Perceptions of potential tourist destinations (Calantone et al., 1989)  Perceptions of vacation attributes (Richardson and Crompton, 1988)	Perceptions or impressions of a place (Phelps, 1986)

Source: Echtner and Ritchie (2003); Gallarza et al. (2002); Li, Ali, and Kim (2015); Nghiêm-Phú (2014); Rodrigues et al. (2012); Su et al. (2017); Tasci et al. (2007); Zhang et al. (2014)

For more clarity, it could be valuable to analyse these definitions by categorizing them based on the approaches they have undertaken. Some studies have proposed some categories that emerge from these definitions. For example, Josiassen et al. (2016b) highlighted four reasons behind the disagreement in the definitions. Firstly, they differ in terms of the receiver of the image – an individual versus a group. Secondly, scholars do not agree whether destination image is an overall or attribute-based concept. The other two are related to the antecedents and consequences of destination image, which are not the destination image itself, rather the factors that have relationships with destination image. Thus, at the same time, there are no clear categories set to differentiate the definitions. As such, five groups of definitions have been proposed to better explain the characteristics of the definitions included in Table 2: holistic-focused, attitude-based, attribute-focused, subject-focused, and relatively vague definitions.

In setting up these categories, the main attention was to identify the approaches that they have undertaken. Firstly, in the holistic-focused definitions, the keywords such as ‘overall,’ ‘set of,’ and ‘composite of’ are perceptible. As per these definitions, the destination image takes generalised form in the minds of the receiver. Secondly, contrary to this group is the attribute-focused definitions, which highlight certain attributes of the destination as image-generators. Thirdly, similar to this latter group are attitude-based definitions, which also highlight certain attributes as active in image formation. However, they explicitly spotlight cognitive, affective, and conative components that make up the process of destination image formation, which is the central concept of attitude theory. Fourthly, unlike these groups, subject-based definitions specifically define the recipient. Further, they can be divided into individual-based (e.g., a tourist) and group-based (e.g., people, potential visitors) definitions. Fifthly are the definitions that do not cover the aforementioned characteristics and are relatively vague in their depictions. Nevertheless, some definitions might be included in more than a single group. For example, Choi, Chan, and Wu (1999) illustrated the attributes of the destination and specified the subject. Therefore, these five categories of definitions have been provided for the grounds of clarity; to better understand proposed meanings of destination image by reviewing each perspective through their similarities and differences.

Specifically, among these definitions, the one by Echtner and Ritchie (1993) has been cited as the most influential (Madden et al., 2016). This study proposed that destination image has attribute-based and holistic components. They also suggest that three axes, namely



functional-psychological, common-unique, and holistic-attribute are involved in the construction of destination image. Theoretically, holistic and attribute-based definitions contradict each other because the high involvement, piecemeal-based, and systematic processing theories ascertain an individual as a logical thinker who evaluates an object based on its every attribute to form an impression (Tasci et al., 2007). Therefore, attribute-based definitions are built upon these assumptions. On the opposite are low involvement, heuristic, and category-based processing theories that do not assume such cognitive capability of an individual, but rather who prefer simplification and, thus, a holistic way to form impressions. Although attribute and holistic approaches seem to contradict each other, Echtner and Ritchie's proposition has gained popularity and adopted in many empirical studies.

Not included in the table are more recent definitions, and they are comparatively complex. One of them is by Iordanova (2015): 'a construct consisting of impressions, beliefs, ideas, expectations, and feelings accumulated towards a place over time gathered from a variety of information sources and shaped through an individual's socio-demographic and psychological characteristics' (p. 49). The authors accentuated that their definition considers the dynamic structure of the destination image and the important role of time in destination formation. Besides dynamic, this definition illustrates cognitive and affective characteristics of destination image, points to the subjectivity of the construct, and the influence of personal characteristics on it.

Although existing definitions are varied, they cover certain aspects that represent destination image and can be viewed as complementing each other. Also, 'expectations' noted in these definitions can be viewed as pre-visit destination image because expectations are the individuals' beliefs of the predicted performance of an object (Oliver, 1987, cited in del Bosque & Martín, 2008).

Having considered that a more precise and uniformly accepted definition of the construct is yet to be achieved, taking advantage of existing definitions pertinent to the scope of this study for this specific study, the following definition is proposed:

*Perceived destination image is the construct comprised of hierarchically related cognitive, affective, and overall perceptions, each developed at the pre-visit stage, and re-evaluated at the associated post-visit stage as a result of experience with the destination*

## 2.3 Destination image – a dynamic process

In destination image literature, there is an advancing approach to treating destination image as a continuously evolving dynamic structure (Iordanova, 2017). In the social sciences, the main feature of dynamical systems is time dependency, and thus change over time, and their future states are dictated by their past states (Gilbert et al., 2015). This is also true in the context of destination image studies. For example, Lee et al. (2014a), by referring to the dynamic destination image, explained it as the characteristic of an image that differs by the time of the travel stage. Similarly, as per Cardoso, Dias, de Araújo, and Andrés Marques (2019b), the dynamic nature of the image is represented by its gradual formation in the long-term memory throughout the time. Alternatively, Iordanova (2015) used the expression ‘overtime’ as synonymous to express the dynamic structure of the image. Another explanation is the model of destination image in the study by Teodorescu, Pârgaru, Stancioiu, Matei, and Botos (2014), which has ‘image dynamics’ – a representation of the evolution of image over time, as one of the five functional blocks. These studies have coherently showed that destination image’s dynamic structure reflects its gradual development that takes place with time.

Equally, empirical studies have concluded that change in destination image occurs over time based on the findings that confirmed positive change throughout and after the travel experience (Kim et al., 2019b; Lee et al., 2014a). Dynamic nature of the image formation process has received significant support in extant literature (e.g., Chon, 1991; Iordanova, 2017; Lee et al., 2014a; Martín-Santana et al., 2017; O’Leary & Deegan, 2005). As a result, these studies strongly emphasised destination image formation as a process that develops in more than a single-stage throughout the travel experience.

In fact, the literature recognizes three stages of tourist behaviour: pre-visit decision making, during-visit experience evaluations, and post-visit behavioural intentions (Chen & Tsai, 2007; Prayag & Ryan, 2012), and asserts three fundamental periods that the process of travel-related decision-making takes place: before, during and after the trip (Martín-Santana et al., 2017). Similarly, images are assessed in terms of prior visitation, during visitation, and after trip evaluations (Prayag, 2008). Alternatively, some scholars, like Fayed, Wafik, and Gerges (2016), ascertained tourist behaviour as an aggregate construct with four stages: pre-trip, on-

site, post-trip, and future decision-making. Nevertheless, the important point is that destination image is a process updated in response to the time frame it passes.

Despite these claims, there are two drawbacks of destination image studies. Firstly, cross-sectional destination image studies with tourists' behavioural intentions as an outcome variable concentrated on empirically testing their hypotheses applying 'destination image' as a general term without establishing the correct position of destination image in terms of time frame. In fact, after scrutinizing their sample population and data collection site, it becomes evident that the 'destination image' under investigation is either a during-visit destination image (that continues to evolve until the end of the visit) or a post-visit destination image, although they uniformly test its impact on tourists' behavioural intentions, which leads to the assumption that during- and post-visit destination images are equal in influencing the behavioural intentions.

Secondly, a lack of theoretical justification for their claims is the weakness of most empirical studies. Indeed, the conceptual studies highlighted the absence of a clearly defined theoretical base that guides empirical destination image studies (Gallarza et al., 2002; Tasci & Gartner, 2007). As such, the studies that have applied statistical models without developing theoretic bodies predominate. Therefore, they have been portrayed as 'insufficiently theory-based' (Beerli & Martín, 2004, p. 658; Hallmann, Zehrer, & Müller, 2015, p. 94), and as 'devoid of a theoretical base' (Prayag & Ryan, 2012, p. 343).

The first conclusion is that increasingly there is a realisation that image formation and substantiation are dynamic processes and should not ideally be studied as a static construct. Next, a conceptual model should be established based on its theoretical justification. Taking these points into consideration, current study has distinguished between pre- and post-visit stages and identified the foundations of stage theories and consistency seeking theories well serve to explain the multi-stage property of destination image and the linkages between the stages.

### **2.3.1 Stage theory**

Gunn's stage theory of organic and induced images can be explored to trace back the multi-stage destination image formation paradigm. The multi-stage property of destination image is used to define destination image as a continuous process developed throughout several stages

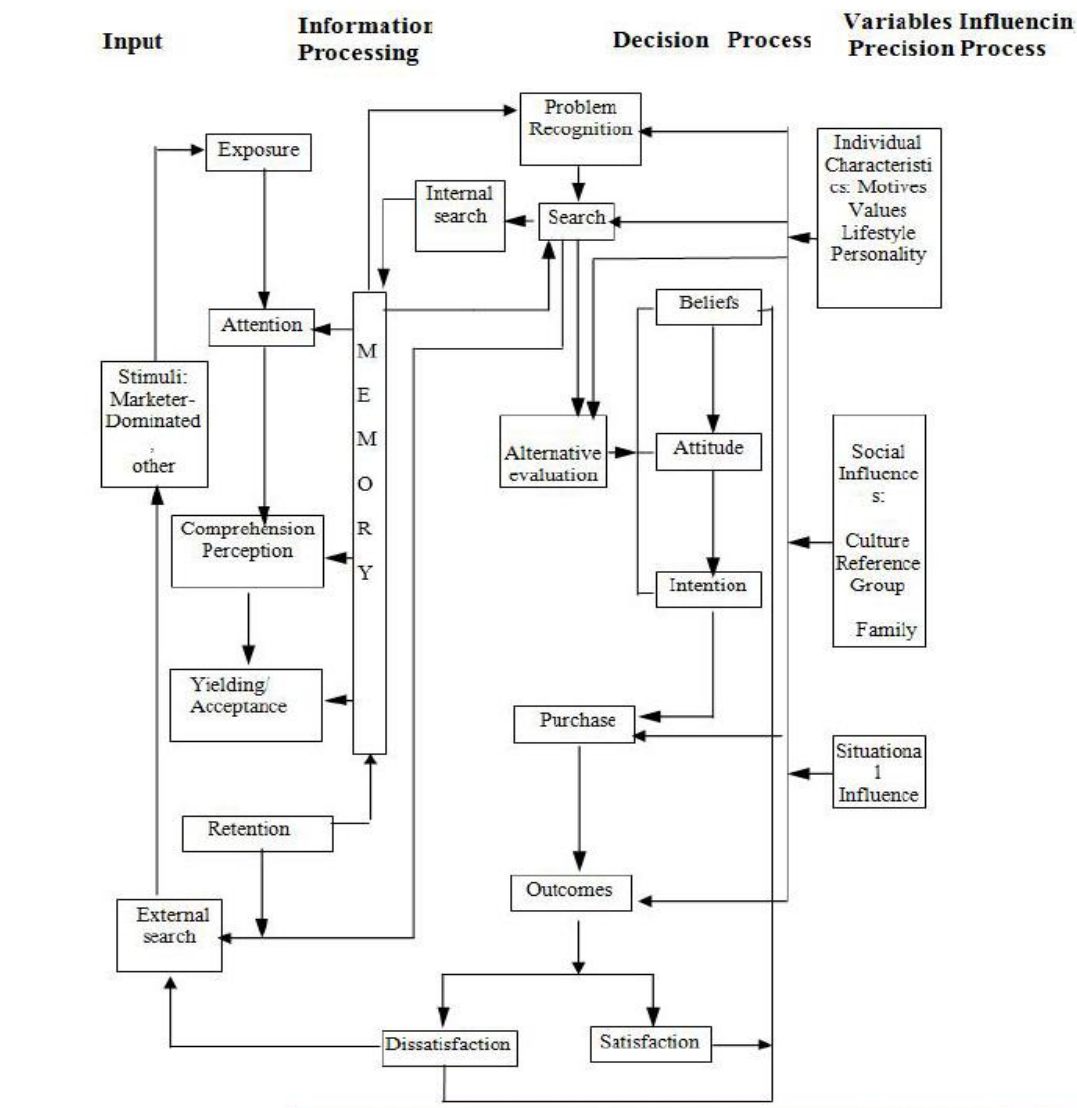
that a tourist passes. Proposed in 1972, Gunn's imagery modification model involves constant development and modification of images at different levels of travel behaviour (Iordanova & Styliadis, 2019; Prats et al., 2016) through seven stages: accumulation of mental image about the experience (1), modification of those images through information (2), decision to take a trip (3), travel to the destination (4), participation at the destination (5), return travel (6), and new accumulation of images (7) (Chon, 1991). To summarize, the development of the image starts before the trip and continues with modification at the destination and image accumulation after return (Kim et al., 2019b). In empirical tourism studies, this model has been applied in exploring the impact of information sources in the destination image formation process (Ku & Mak, 2017; Siriwardana, Chaminda, & Rathnayake, 2019). On the other hand, several studies referred to this work in investigating the change in destination image after the experience. For example, through Gunn's model, Lee et al. (2014a) explained that tourist destination image changes throughout the stages of the travel experience. Similarly, Jenkins (1999) suggested the difference between visitors and non-visitors based on Gunn's concept that the destination image is constantly built and modified. Also, based on this model Iordanova (2015) propositioned that the image of visitors, repeat visitors, and non-visitors are different. These studies lead to the conclusion that the stage theory has its empirical evidence in explaining image change.

Although proposed in tourism research, Gunn's stage theory has roots in consumer behaviour research, and several models of consumer behaviour have been advanced to date. Based on the classical buyer behaviour school of thought, consumer behaviour models treat consumers as rational decision-makers (Cohen et al., 2014), therefore focus on decision-making stages from a rational approach (Hall, Towers, & Shaw Duncan, 2017a). Earlier consumer behaviour models include Andreason (1965), Nicosia (1976), Howard-Sheth (1969), Engel-Kollat-Blackwell (1968), Bettman's (1979) information-processing models and are referred as 'grand models' (Prasad & Jha, 2014). These models' theoretical and practical importance is that they concentrate on the factors that play vital roles in the decision-making process and the stages that a consumer undergoes throughout this process (Prasad & Jha, 2014). Although similar variables appear in each of these models (e.g., attitude, motivation), the main difference is the technique that each model implements.

Among these models, the Consumer Decision Model by Engel, Blackwell, and Miniard, originally established by Engel, Kollat, and Blackwell in 1968 (Ashman, Solomon, & Wolny,

2015) is one of the most detailed models to describe the buying behaviour. It extends the original five-stage problem-solving process in educational philosophy by John Dewey (1910, cited in Ashman et al., 2015). As depicted in Figure 1, in the Engel, Kollat, and Blackwell (EKB) model, the decision process has the stages of need recognition, search, alternative evaluation, purchase, and outcome (Stankevich, 2017). Despite its power in explaining the buying process in more detail, the model has been criticized for its difficulty to be applied in practice by information overload, and for missing possible links between different factors. Nevertheless, the EKB model helps structure a framework that systematically defines the consumers' decision-making steps (Ashman et al., 2015). Also, Chae, Black, and Heitmeyer (2006) supported the relationship between pre- and post-purchase satisfaction with the application of the third and fifth stages of the consumer decision-making model by Engel, Blackwell, and Miniard.

Figure 2 EKB model of consumer decision-making



Source: Prasad and Jha (2014, p. 342)

As seen, besides identifying critical mechanisms in the image formation process, the important message of the EKB model is that the mental images about the product (in this case, destination) keep developing and reshaping throughout the stages. Following this assumption, it can be concluded that destination image development does not stop in the pre-visit stage, or that post-visit destination image does not cut the link with that developed in the pre-visit. Also, the decision process of the model shows that the order of effects follows beliefs – attitude – intentions – purchase – outcomes – satisfaction sequence. However, the flow of sequence is not fixed, but rather flexible, and the steps can be skipped or even reordered (Karimi, Papamichail, & Holland, 2015). Broadly, this means that in accordance with the factors such as the nature of the purchase, or the consumer's personality, not all stages might take place because depending on whether the situation is either extended or

limited problem solving the degree of the involvement in each stage can be modified. Therefore, it can be a basis on the current study's stance that *destination image can be integrated as pre- and post-visit destination images and outcomes and that there is a direct link between pre- and post-visit destination images.*

### **2.3.2 Consistency seeking theories**

Although stage models ascertain image formation as a multi-stage process, the linkage between pre-purchase (or pre-visit in the case of destination image) beliefs and post-purchase variables is not clear. On the other hand, there is a stream of consistency seeking theories that support the impact of beliefs on actions.

The impact of pre-visit attitudes on post-visit attitudes can be based on the 'consistency-seeking motivation of individuals whereby individuals often use a perceptual screen and tend to assimilate only information that is consistent with their prior beliefs. A set of theories in psychology known as 'consistency theories' suggest that individuals often desire to pursue consistency as an end in itself (Aronson, 1997; Bem, 1972) and try to engage in behaviour consistent with a prior behaviour (Fishbach, Ratner, & Zhang, 2011).

Having emerged in 1950, consistency theory has been widely and successfully applied to the area of attitude change, and relations between beliefs and actions. Despite being proposed under different names (i.e., congruity, symmetry, dissonance, etc.) and varying aspects contemporaneously by several scholars, they shared the notion that an individual tends to maintain an internal consistency among their beliefs, feelings, and behaviour. So, the point that the cognitive consistency theories share is that individuals are motivated towards coherent beliefs, attitudes, and behaviours. If they contradict one another, they cause tension, and every time this tension is produced, the individual takes actions to eliminate it by reaching consistency among these cognitions (McGuire, 1966). One of the major cognitive consistency theories that made a considerable influence in the behavioural sciences is the cognitive dissonance theory.

Festinger in 1957 by proposing cognitive dissonance theory, explained intrapersonal consistency (Cooper, 2011; Cooper & Carlsmith, 2015; Gawronski, 2012; Harmon-Jones, Harmon-Jones, & Levy, 2015; Metin & Camgoz, 2011; Sweeney, Hausknecht, & Soutar, 2000). According to the theory, while a pair or more elements of knowledge are relevant but

contradict each other, it causes a state of discomfort, which is named as dissonance (Harmon-Jones & Harmon-Jones, 2012). Since this state causes psychological conflict, the individual takes action to eliminate it. One of the modes that individuals use to ease this condition is by processing experiences in terms of pre-existing beliefs. So, as per the theory, cognitive adjustments take place after the decision; the relations of belief and action can take place in the reverse form, where an action causes a belief to justify the action. In marketing, cognitive dissonance theory has been adopted to explain consumer behaviour (Telci, Maden, & Kantur, 2011). Whenever, as a result of a product purchase, the consumer feels psychological tension, then there is an imbalance between the consumer's expectations for and performance of that product, and as a result, the consumer tries to reduce this tension by adjusting their perceptions and expectations to the level of consistency (Rojas-de-Gracia & Alarcón-Urbistondo, 2018).

In destination image studies, cognitive dissonance was used to test the impact of during visit information use on tourists' behaviours (Kah & Lee, 2016). Tasci (2006) identified that visitors held significantly more positive images than non-visitors. The author, based on cognitive dissonance theory, put forward assumptions that some dimensions of destination image perceptions might improve, and as a result, to achieve consonance, tourists would adjust other dimensions towards a positive shift.

In other words, what the cognitive dissonance theory says is that people like when their beliefs, attitudes, and behaviours are consistent. Because whenever this consistency breaks it produces cognitive dissonance. This state of repercussion, then, urges to establish consistency among these cognitions. If, for example, the behaviour is inconsistent with the pre-existing beliefs, the individual tries to modify those beliefs to match the behaviour and tend to downgrade negative perceptions that have emerged after the behaviour; since the behaviour has already occurred, what is left are beliefs and attitude that can be changed. In the case of tourists, this is quite likely to happen; because tourists make high commitment decisions, they tend to defend their choices and keep consistency between pre-visit and post-visit perceptions (Lin & Kuo, 2018). Furthermore, it was identified that consumers who make planned buying face lower dissonance because they are more confident about their purchases (Hasan & Nasreen, 2014). A tourist makes a trip that involves effort and financial contributions with the belief that this trip would fulfil the expected motivations. Thus, having chosen to visit a destination of free will, visitors to a destination would try their best to avoid information that



could show the initial preference in a bad light. Visitors with a prior-positive attitude about a destination would, thus, try to consciously assimilate as many positive cues about their destination as possible during their visit, as well as avoid as many negative experiences as possible during their visit. This could reinforce their positive attitude or reduce the chances of encountering negative feelings.

Besides, Chon (1990) advanced the notion that a tourist's satisfaction or dissatisfaction with their experience is a function of evaluative congruity between expectations and outcomes of their experience. Chon (1992) further distinguished four conditions of evaluative congruity: positive incongruity (i.e., negative expectations, but positive outcome), which causes the highest satisfaction, positive congruity (i.e., both expectations and outcome are positive), which causes moderate satisfaction, negative congruity (i.e., both expectations and outcome are negative) which causes low satisfaction, and negative incongruity (i.e., positive expectations, but negative outcome) which causes the least satisfaction. As per the author, the pre-visit image is reconditioned in comparison with post-visit experiences, which results in a state of either congruity or incongruity. Therefore, in the application to the destination image, it allows us to assume that *there is a direct positive link between pre- and post-visit destination image*.

## **2.4 Systematic literature review**

In the previous subchapter, the theoretical basis for conceptually integrating pre- and post-visit images was established. Therefore, in the rest of the chapter, the destination image is distinguished as pre- and post-visit destination images.

The aim of the current study is to establish the impact of pre-visit destination image perceptions on post-visit destination image perceptions and destination image evaluation outcome variables. In order to achieve this, the initial stage was to review the available studies related to the research interest of the current study. This was operationalised through two electronic databases: Scopus and EBSCOhost.

The articles on these databases were retrieved between 03.09.2019 – 11.09.2019. Several search terms, such as 'brand image', 'country image', 'tourist', were used to provide good search results. However, the results that these terms gave were mostly irrelevant, as indicated by the abstract and conclusion of the articles. As a result, the keyword 'destination image'

was chosen as the best to provide the most relevant results. This produced a total of 3261 results (i.e., 1508 results in Scopus, 1753 in EBSCOhost). Next, the results were refined to the articles in English and scholarly peer-reviewed journals, with no restriction on the year of publication. After that, there were 1584 results in total. The next step was to include or exclude a study based on its title. Further, if the abstract suggested it is potentially eligible, the full text has been obtained and further checked for relevance. The total result was 363 articles to include in the systematic literature review.

Also, to make sure no eligible study is missed out at the database searching: (1) relevant studies were identified in the reference section of the studies located through database searching, and (2) the tourism journals (i.e., *Annals of Tourism Research*; *Tourism Management*; *Journal of Travel Research*; *Current Issues in Tourism*; *International Journal of Tourism*; *Journal of Destination Marketing*; *Journal of Hospitality and Tourism Research*; *Journal of Sustainable Tourism*; *Scandinavian Journal of Hospitality and Tourism*; and *Tourism Analysis*) were manually searched.

Next, the search results have been examined, and relevant articles are identified. The relevance of the studies was judged based on the abstract, methodology, and conclusion of the studies. Some irrelevant studies had to be excluded from the review. Examples of excluded studies include studies that are focused to merely identify the image of a destination under investigation, virtual destination image studies, those based on web-content analysis, and stakeholders' image perceptions. Some studies were eliminated for context-specific differences, such as their specific focus on medical tourism or car tourism. This selection of which studies to exclude was reached after scrutinizing such studies, thus, making sure they do not provide essential information relevant to the current study.

The studies that have been selected for a more thorough review have been explored for their approach to destination image and the relationships of this construct with other variables. As a result, the final number of studies was 363. Table 3 summarizes these studies in the alphabetical order by the authors' surnames. There are five columns in the table. The first column (i.e., study focus) states the focus of the study. Generally, this is done in the form of stating the relationships that they have focused on. The second column contains methods and analysis of the study, while the third column provides context and sampling information, therefore are more relevant to empirical studies. If the study is purely conceptual, then it is stated as 'conceptual'. Also, not all studies are clear in their methodologies and data analysis

techniques, so the information is dependent on the clarity of these details. In the fifth column are the key findings of the studies. If the study mainly tested the relationships between variables, then this last column states whether the impacts were confirmed or not.

It must be noted that studies have used different terms in relevance to the same concept. This is especially evident in the concept mainly known as ‘behavioural intentions’, which are operationalized through intentions to revisit the destination and to recommend the destination. The terms used in regard to this concept include, but are not limited to, ‘future behaviour’, ‘future behavioural intentions’, ‘patronizing intentions’, ‘loyalty’, and ‘behavioural intentions. Therefore, in Table 3 ‘behavioural intentions’ appears to cover these synonyms, despite the term applied in the original study.

Table 3 Summary of the studies in the systematic literature review

Study	Study focus	Method/Analysis	Context/Sampling	Key findings/Confirmed effects
Abdalla, Ribas, and da Costa Vieira (2014)	Affection, service quality, hedonic value, utilitarian value and satisfaction as antecedents of intentions to recommend	Quantitative SEM	Brazil 203 tourists	Impact of Satisfaction and hedonic value on intentions to recommend
Agapito, Oom do Valle, and da Costa Mendes (2013)	Hierarchical relationship among destination image dimensions	Quantitative FA, SEM – PLS	Lagos, Portugal 379 tourists	Impact of cognitive image on affective image  direct and indirect effect of cognitive image on conative image through affective image
Akgün, Senturk, Keskin, and Onal (2020)	Relationships among nostalgic emotion, destination image and behavioural intentions	Quantitative FA, SEM – PLS	Istanbul, Turkey  150 tourists at the end of their tours, 200 during their tours	Cognitive image as a multidimensional construct  Impact of:  nostalgic emotion on cognitive and affective images  affective and cognitive images on behavioural intentions
Akhoondnejad (2015)	<b>Pre- and post-travel destination images. Relationships among destination image, trip</b>	<b>Quantitative</b>	<b>Iran</b>  <b>298 tourists</b>	<b>Positive differences after the visit</b>  <b>Impact of:</b>

	<b>value, satisfaction and behavioural intentions</b>	<b>Sign Test analysis, FA, SEM – LISREL</b>		<b>post-travel image on trip value and satisfaction</b>  <b>trip value and satisfaction on behavioural intentions</b>
Akroush Mamoun, Jraisat Luai, Kurdieh Dina, N., and Qatu Laila (2016)	Relationships among destination image, service quality and behavioural intentions	Quantitative  FA, Structural path analysis – EQS	Dead Sea, Jordan  237 international tourists	Impact of service quality on destination image  mediating impact of destination image between service quality and loyalty
Aksoy and Kiyici (2011)	Factors that influence destination image	Quantitative  FA	Amasra, Turkey  430 visitors	The most important factors that shape the destination image: historical and cultural heritage, restful atmosphere, shopping, and food
Aktaş, Çevirgen, and Toker (2010)	Relationship among destination image, satisfaction and behavioural intentions	Quantitative	Alanya, Turkey  2125 tourists	Impact of destination image on overall satisfaction, and positive relationship between satisfaction and behavioural intentions
Alamgir and Nedelea (2016)	Antecedents of perceived value	Quantitative  SEM – PLS	Bangladesh  202 tourists	Perceived quality, perceived cost, tourist expectation and destination image as antecedents of perceived value  impact of perceived value on satisfaction
Al-Ansi and Han (2019)	Relationships among halal-friendly destination performance, perceived	Quantitative  FA, SEM – AMOS	South Korea  358 Muslim tourists	Impact of:  halal-friendly performance on perceived value

	value, satisfaction, trust and loyalty			<p>perceived value on satisfaction and destination trust</p> <p>satisfaction on destination trust and on loyalty</p> <p>moderating effect of halal friendly destination image between destination trust and loyalty</p>
Alcañiz, García, and Blas (2005)	Influence of destination image on residents' evaluations of travel experience and behavioural intentions	Quantitative Path analysis	Valencia, Spain  1255 tourist - residents	Relationships among destination image, quality, satisfaction and behavioural intentions
Al-Kwafi Osama (2015)	Impact of destination image and attitude on visit intentions through functional technological-oriented magnetic resonance imaging approach (fMRI)	Qualitative (fMRI experiment)  t-test, Statistical Parametric Mapping Software	A blocked design experiment  4 focus group participants for MRI scan	<p>Increase in the level of brain activation at the ventromedial prefrontal cortex while assessing attractive destination images versus less attractive ones</p> <p>impact of attitude towards the destination on visit intentions</p>
Allameh Sayyed, Khazaei Pool, Jaber, Salehzadeh, and Asadi (2015)	Relationships among destination image, perceived quality, perceived value, satisfaction and revisit intentions	Quantitative FA, SEM – AMOS	Iran  886 sport tourists	Impact of destination image, perceived quality and perceived value on satisfaction and revisit intentions

Almeida-Santana and Moreno-Gil (2018)	Analysed horizontal loyalty and the impact of socio-demographics, previous behaviour and conative loyalty	Quantitative Binomial Logit analysis	Canary Islands, Spain 6964 tourists	Demonstrated the differences between determinants of horizontal and single-destination loyalty
Alvarez and Campo (2011)	Impact of controllable and uncontrollable information sources on destination image	Quantitative paired-samples t-test	Turkey 157 students in Spain	Higher impact of controllable sources compared to uncontrollable sources
Añaña, Anjos, and Pereira (2018)	Composition and internal arrangement of destinations in light of three theories: The Means-End, the Service Dominant Logic of Marketing and the organizational triad for local development	Quantitative FA, SEM	4 seaside destinations in Brazil 177 respondents	Interconnection among tourism destination image dimensions  impact of some personal values on destination image assessment
Assaker (2014)	Determinants of destination image	Quantitative PCA, SEM – PLS	Australia 600 residents in China, UK, US, and South Korea	Confirmed operationalization of destination image as a second-order factor model with six first-order factors  identified attractions (i.e., natural and well-known), and accessibility as the main factors forming destination image
Assaker and Hallak (2013)	Moderating effect of novelty-seeking on the relationships among	Quantitative	Mediterranean destinations	Moderating effect of novelty seeking, with high novelty seekers demonstrating significantly weaker relationship

	destination image, satisfaction and revisit intentions	Cluster analysis, multigroup invariance analysis, SEM – AMOS	405 German, French and English tourists	between destination image, satisfaction, and short-time revisit intentions
Assaker, Hallak, Assaf, and Assad (2015)	A model of destination image, satisfaction and loyalty across gender and age	Quantitative EFA, SEM – PLS	Australia 500 UK and USA tourists	Impact of destination image on satisfaction and loyalty moderating impact of gender
Assaker, Vinzi, and O'Connor (2011)	Impact of destination image, satisfaction, novelty seeking on immediate and over-time revisit intentions	Quantitative Latent growth SEM – AMOS	450 French, English, and German travellers	Based on a four-wave longitudinal data set of repeated measures the study identified impact of:  novelty seeking and satisfaction on immediate revisit intention  positive destination image on immediate and future revisit intention
Atadil, Sirakaya-Turk, and Altintas (2017)	Importance and expected performance of destination image attributes based on potential tourists' perceptions from two emerging markets	Quantitative FA, importance-performance analysis, t-test	Turkey 426 prospective Chinese and Arab tourists	Identified three factors of destination image at the importance level  confirmed perceived importance and expected performance gap between Chinese and Arab samples is statistically significant
Awaritefe (2004)	Examine types of tourism valued by tourists and non-tourists, and identify	Quantitative	Nigeria	Non-tourists value natural destinations, while tourists value built destination environments



	factors that influence destination selection	FA, Cluster analysis	240 non-tourists to Nigeria, 265 actual tourists	Personal factors as determinants for non-tourist in their destination selection decisions, and environmental factors for tourists
Bairrada, Vieira, and Fontes da Costa (2019)	Detailed analysis of the global destination image	Quantitative CFA, SEM — AMOS	Coimbra, Portugal  255 international and domestic tourists	Impact of:  memorable experience, affective image and brand on the global image  global image on satisfaction
Baloglu (1997)	Destination image variations based on socio-demographic and trip characteristics	Quantitative FA, ANOVA	Context – USA  330 West German travellers  National probability cluster sampling	Influence of socio-demographics and trip characteristics (e.g., trip season) on destination image
Baloglu (2000)	Examine relationships among informational, motivational and mental constructs, and visit intentions	Quantitative FA, path analysis	Turkey  448 non-visitors	Variety and type of information sources and motivations as determinants of cognitive image  Impact of:  cognitive image on affective image  cognitive and affective image on visit intentions

Baloglu and McCleary (1999)	Determinants of destination image formation	Quantitative FA, Path analysis	Turkey 448 enquirers  Systematic random sampling	Stimulus and personal factors in the formation of destination image
Baloglu, Henthorne, and Sahin (2014)	Impact of destination image and brand personality on behavioural intentions in the case of first time versus repeat visitors	Quantitative  Subgroup analysis, multiple regression	Jamaica  312 first-time and repeat visitors  Convenience sampling	Significant differences in the relationships tested between first-time and repeat visitors. E.g., overall image, destination personality, affective and cognitive images as antecedents of behavioural intentions for first time visitors. For repeat visitors behavioural intentions were shaped by overall image, affective image, and destination personality
Batoteng, Suharno, and Hidayati (2019)	Relationships among destination image, tourist attitudes, promotions, satisfaction, word of mouth and revisit intentions	Quantitative  SEM – AMOS	East Kalimantan, Indonesia  186 tourists	Impact of:  destination image, promotion and tourist attitude on satisfaction  satisfaction on WoM and revisit intentions
Bédiová and Ryglová (2015)	Methods, models and approaches of destination studies that focused on destination choice, satisfaction and loyalty of ski resort visitors	Conceptual	Empirical studies of ski tourism destinations	Table of ski destination studies' research methodologies and findings  satisfied experience as the main determinant of loyalty

Beerli and Martín (2004)	Formation of post-visit destination image	Quantitative FA, ANOVA, regression analysis	Lanzarote, Spain  616 tourists	Impact of travel agency staff, organic and autonomous sources, the level of experience, motivations and number of visits on destination image
Beerli and Martín (2004)	Relationships among destination image, motivations, travel experience and socio-demographic characteristics	Quantitative FA, path/regression	Lanzarote, Spain  616 tourists	Impact of:  motivation on affective image  travel experience and socio-demographics on cognitive and affective images
Beerli, Meneses, and Gil (2007)	Relationships among self-congruity, destination image and visit intentions	Quantitative FA, logistic regression analysis	Gran Canaria, Spain  463 residents	Positive relationship between self-concept and destination image increase visit intentions
<b>Beerli-Palacio and Martín-Santana (2019)</b>	<b>Impact of the level and content of information sources on destination image gap between pre- and post-visit</b>	<b>Quantitative SEM</b>	<b>Canary Islands, Spain  411 tourists</b>	<b>Impact of content of information sources on the gap between pre- and post-visit cognitive image perceptions, with more high-content information sources resulting in smaller gap</b>
<b>Beerli-Palacio and Martín-Santana Josefa (2017)</b>	<b>Impact of confirmation of motivations on destination image change</b>	<b>Quantitative</b>	<b>Canary Islands, Spain  411 tourists</b>	<b>Impact of confirmation of motivations on cognitive and global image gap between pre- and post-visit</b>
Bergmeister (2015)	Methodology for evaluating destination image in economic terms	Quantitative	Spain, Greece, Turkey, Cyprus, and Tunisia	Confirmed utility of a new methodology for measuring image in economic terms

		Multinomial logistic regression	1200 potential tourists in Germany	
Bhat Suhail and Darzi Mushtaq (2018)	Relationships among destination image, satisfaction and tourist loyalty.  Moderating effects of gender, experience, and tourist origin (i.e. domestic vs international)	Quantitative  FA, multigroup analysis,  SEM – AMOS	Jammu and Kashmir  Purposive sampling	Cognitive, affective, and unique images as significant destination image dimensions  moderating effects of gender, experience and tourist origin  Impact of:  destination image on satisfaction, and tourist loyalty  satisfaction on tourist loyalty
Bigné Alcañiz, Sánchez García, and Sanz Blas (2009)	Examines cognitive image from a three-continuum perspective: functional, mixed and psychological, and relevant influence of them on the overall image and behavioural intentions	Quantitative  FA, Structural equation analysis (SEA)	380 tourists visiting Peniscola, Spain  Convenience sampling	Psychological components had the greatest influence on overall image, followed by functional component.  overall image influenced behavioural intentions.  the functional component was relevant for revisit intention and the psychological for the intention to recommend
Bigné Alcañiz et al. (2009)	Antecedents of short- and long-run revisit intentions	Quantitative  FA, SEM	Spain  400 residents	Past switching behaviour, switching costs and variety seeking as antecedents of short run revisit intentions

			Random route sampling	satisfaction and variety seeking as the antecedents of long run return intentions
Bonn, Joseph, and Dai (2016)	Domestic versus international tourists' image perceptions	Quantitative MANOVA	Florida  1698 international visitors,  5495 domestic visitors from Florida,  7012 domestic visitors from non-Florida	Difference in perceptions among in-state, domestic and international tourists  impact of country of origin on destination image
Boo and Busser (2006)	Visitors characteristics as determinants of destination image	Quantitative Hierarchical regression analysis	Jeju, Korea  385 tourists  Convenience sampling	Age, visit frequency, information use and familiarity as significant determinants of destination image
Bosnjak, Sirgy, Hellriegel, and Maurer (2011)	Predictive power of self-congruity on destination loyalty	Quantitative SEM - EQS	973 German tourists	Relative impact of self-congruity, functional, hedonic, leisure and safety congruity on post-visit loyalty
Bui and Le (2016)	Differences in destination image, satisfaction and behavioural intentions	Quantitative ANOVA	Vietnam  650 domestic and international tourists	International tourists are more critical in their evaluations

	between domestic and international tourists			
Byon and Zhang (2010)	Developing the scale of destination image	Quantitative FA, SEM	USA  199 potential tourists	Applicability of the scale of destination image in examining impact of destination image on behavioural intentions
Calderón García, Gil Saura, Carmelo Pons García, and Gallarza Martina (2004)	Establish a methodological approach for the measurement of destination image	Quantitative  ANOVA, linear regression	Caribbean destinations  200 residents in Valencia, Spain  Simple random sampling	A combination of several methodologies and techniques to measure destination image
Camprubí, Guia, and Comas (2013)	The image generating role of tourists through Web 2.0 tools	Conceptual		Destination image formation effects of Web 2.0 tools in terms of market penetration, credibility and cost criteria
Cardoso et al. (2019b)	Processing of the destination imagery in tourists' working memory	Qualitative  Content analysis	23446 respondents' perceptions associated to dream and favourite destinations	Structural differences between the imagery of dream and favourite destinations  a destination imagery model for future research
Cardoso, Araújo Vila, de Araújo, and Dias (2019a)	Destination imagery processing upon receiving	Qualitative	1186 European and Asian tourists	Predominance of holistic interpretation in destination image processing upon

	verbal stimuli of a food tourism destination	Categorical content analysis		receiving verbal stimuli of a food tourism destination
Castro, Martín Armario, and Martín Ruiz (2007)	Impact of destination image on behavioural intentions, and moderating role of market heterogeneity	Quantitative FA, path analysis, latent cluster analysis	Spain  1526 tourists	Moderating role of tourist clusters on the relationships among destination image, service quality, satisfaction and behavioural intentions
Ceylan and Çizel (2018)	Measurement scale of destination image invariant across nationalities	Quantitative FA, multigroup confirmatory factor analysis	Antalya, Turkey  1495 British, German and Russian tourists	Destination image as a three-dimensional construct with cognition, affect and conation  invariance of the proposed measurement scale across three nationalities under study
Chahal and Devi (2016)	Relationships among local community quality of life, sustainable tourism development and destination image	Quantitative FA, SEM	Jammu, India  504 residents  508 domestic tourists	Impact of quality of life on sustainable tourism development and destination image  partial mediating role of destination image in the relationship between quality of life and sustainable tourism development
Chang, Chou, and Wu (2017)	Relationships among information sources, quality and behavioural intentions	Quantitative EFA, ANOVA, multiple regression	Jibei Island, Taiwan  514 tourists Convenient sampling	Impact of:  demographic variables on quality,  Impact of quality on behavioural intentions

Chang, Stylos, Yeh, and Tung (2015)	Tourists' pre- and post-visit behaviours	Quantitative  ANOVA, Hierarchical regression	Kinmen, Taiwan  563 tourists	Impact of:  pre-visit behaviour (i.e., motives, information search, destination image) and decision making on post-visit behavioural intention  marital status, education level on tourists' pre-visit behaviour significantly, but not on destination image
<b>Chaudhary (2000)</b>	<b>Pre- and post-trip perceptions of India</b>	<b>Quantitative t-test, ANOVA</b>	<b>India 152 tourists</b>	<b>Expectations and satisfaction gap analysis revealed strengths and weaknesses of India's perceived image</b>
Chaulagain et al. (2019)	Relationships among destination image, country image and visit intentions. Moderating effect of familiarity	Quantitative  FA, SEM - AMOS	Cuba  353 US residents	Impact of country image on destination image, and of the two on visit intentions  moderating effect of familiarity between country image and destination image, and destination image and visit intentions
<b>Chen (2019)</b>	<b>Pre- and post-trip destination image perceptions through longitudinal interviews</b>	<b>Qualitative Content analysis</b>	<b>Macau 15 tourists</b>	<b>Positive and enriched destination image after direct experience</b>  <b>impact of post-trip destination image on revisit intentions</b>



Chen and Lin (2012)	Effectiveness of segmenting by familiarity to predict destination image perceptions and behavioural intentions	Quantitative FA, ANOVA, MANOVA	Taiwan  324 Chinese residents	Impact of informational and experiential familiarity on destination image and behavioural intentions  effectiveness of familiarity as a segmentation variable
Chen and Phou (2013)	Relationships among destination image, destination personality, tourist-destination relationship and behavioural intentions	Quantitative FA, SEM – AMOS	Cambodia  428 international tourists	Impact of:  destination image on destination personality, and tourist-destination relationship (i.e., satisfaction and trust)  destination personality on satisfaction and trust
Chen and Tsai (2007)	Relationships among destination image, perceived value, quality, satisfaction, and behavioural intentions	Quantitative FA, SEM	Taiwan  Convenient sampling  393 tourists	Impact of:  destination image on behavioural intentions  destination image on trip quality  trip quality on perceived value  perceived value on satisfaction  satisfaction on behavioural intentions
Chen, Chen, and Okumus (2013a)	Relationship between travel constraints and destination image	Quantitative	Brunei  328 potential and past visitors	Identified four dimensions of travel constraints: unfamiliar cultural, interpersonal, intrapersonal, and structural travel constraints

		FA, MANOVA (canonical analysis),		impact of travel constraints on destination image formation in the early decision-making stage
Chen, Hua, and Wang (2013b)	Mediating effect of destination image between travel constraints and visit intentions  (pre-test and post-test promotional videos)	Quantitative  FA, SEM	China  217 hospitality employees in the US	Destination image fully mediates negative impact of travel constraints on visit intentions
<b>Chen et al. (2014)</b>	<b>Destination image decay over time (longitudinal repeated measures)</b>	<b>Quantitative</b>  <b>General linear models repeated measures</b>	<b>US</b>  <b>50 non-local marathon event participants</b>	<b>Significant decay in the affective and conative images, while cognitive image remained more stable</b>  <b>place attachment as a moderator in the conative image decay</b>
Chen, Lin, Gao, and Kyle (2015)	A market-specific scale of destination image	Quantitative  FA, multigroup analysis,  SEM – AMOS	Taiwan  314 Chinese tourists	Validated the conceptualization of cognitive image of a destination as the composite of common, unique, and atmospheric images
Cheng and Lu (2013)	Relationships among destination image, novelty, hedonics, perceived value and revisit intentions	Quantitative  CFA, SEM - AMOS	Green Island, Taiwan  355 tourists	Impact of:  destination image on novelty, hedonics, perceived value

			Systematic sampling	novelty perceptions about the destination on hedonics  hedonics on perceived value  perceived value on revisit intentions
Cheng, Wong, and Liu (2013)	Cross-cultural differences between domestic and international tourists' destination images	Quantitative  FA, ANOVA, MANCOVA	Hue, Vietnam  304 international and domestic tourists	Differences in destination image perceptions between domestic and international tourists; international tourists had more favourable image perceptions towards comfort, security and inexpensiveness
Cherifi, Smith, Maitland, and Stevenson (2014)	Characteristics and formation of non-visitors' destination images	Qualitative  Thematic analysis	London  300 residents of the Czech Republic  Quota sampling	Relativist nature of imagery – images of a non-visited destination are compared with the visited places' images
Chi (2011)	Impact of demographics on loyalty formation through a systematic approach	Quantitative  SEM - LISREL	Arkansas, USA  345 visitors  Proportionate stratified sampling, systematic random sampling	Impact of gender and education on destination image, but not on satisfaction, and loyalty  no impact of age and income on destination image, satisfaction, and loyalty formation

Chi (2012)	Behavioural intentions of first-time and repeat visitors	Quantitative SEM – LISREL	Arkansas, US  Stratified sampling  345 visitors	Higher behavioural intentions of repeat visitors than first timers  moderating effect of previous experiences between tourist satisfaction and behavioural intentions
Chi and Qu (2008)	Relationships among destination image, satisfaction and loyalty	Quantitative FA, SEM	Arkansas, US  345 visitors  Systematic random sampling	Impact of:  destination image on attribute satisfaction, and of the two on overall satisfaction  attribute and overall satisfaction on loyalty
Chiu, Zeng, and Cheng (2016)	Relationships among destination image, satisfaction and behavioural intentions	Quantitative FA, SEM – AMOS	Seoul, South Korea  311 Chinese tourists  Convenience sampling	Impact of  cognitive image on affective image, and of the two on satisfaction  impact of satisfaction on loyalty
Choi and Cai (2016)	Impact of each country image dimension on that of destination image	Quantitative FA, SEM	USA  572 South Korean, 653 Chinese general public  Quota sampling	Impact of country image dimensions on those of destination image  differences in antecedents of visit intention between Chinese and Koreans

Choi, Tkachenko, and Sil (2011)	Destination image as a determinant of destination choice and intentions to recommend	Quantitative Regression analysis	Korea  131 current,  149 prospective Russian tourists	Impact of destination image on intentions to recommend
<b>Chon (1991)</b>	<b>Tourist destination image modification through travel to the destination</b>	<b>Quantitative t-statistic</b>	<b>South Korea  204 first-time American travellers, 240 American travellers who completed their visits</b>	<b>Destination image perceptions of post-visitors were more positive than the pre-visitors</b>
Chung and Chen (2018)	Impact of country stereotypical image and destination image on tourist loyalty in the case of long-haul and short-haul tourist destinations	Quantitative  MANOVA, ANOVA, FA, SEM, multi-group analysis	USA, Australia, South Korea, Japan  500 Taiwanese residents	Impact of destination image and stronger effect of country stereotypical image on loyalty
Chung and Petrick (2013)	Question order effects in the example of overall and attribute satisfaction with destination experience and the role of information satisfaction.	Quantitative  Wilcoxon-signed ranks analysis	Tourism destinations across the USA  12807 information inquirers who have visited the destination since	Demonstrated the sum of attribute-specific satisfaction was not equivalent to overall satisfaction

			they had requested information	
Cini and Saayman (2013)	Relationships among destination image, socio-demographic and socio-psychological characteristics	Quantitative FA, t-test, ANOVA	Tsitsikamma National Park, South Africa  165 visitors	Respondents' country of origin, and education correlated only with overall image  Correlation between:  level of past exposure and cognitive image  cognitive image and satisfaction  satisfaction and behavioural intentions
Çoban (2012)	Impact of destination image on satisfaction and loyalty	Quantitative FA, regression analysis	Cappadocia, Turkey  170 tourists	Impact of:  Cognitive and emotional image on satisfaction  satisfaction on loyalty
Cohen et al. (2014)	Contemporary trends in consumer behaviour research and emerging topics	Conceptual	Articles published between 2000 – 2012 in Annals of Tourism Research, Tourism Management and the Journal of Travel Research	Five research contexts for future research: group and joint decision-making, under-researched segments, cross-cultural issues in emerging markets, emotions and consumer misbehaviour.

Correia, Oliveira, and Silva (2009)	Impact of motivations, perceptions and expectations on destination image	Quantitative FA, correlation analysis, cluster analysis	Algarve, Portugal 100 golfer tourists Random stratified sampling	Inter-correlation among motivations, expectations and perceptions
Cruz Ruiz, Bermúdez González, and Tous Zamora (2018)	Types of cruise passengers and their destination image, satisfaction and loyalty	Quantitative Cluster analysis, ANOVA	Malaga 470 cruise passengers Stratified probability sampling	Four segments of cruise passengers with respect to perceptions of destination image, satisfaction and loyalty
Dalimunthe, Suryana, Kartini, and Sari (2019)	Antecedents of behavioural intentions	Conceptual	Tourism journal articles	A conceptual model with experience quality, destination image, perceived value and customer engagement as antecedents of behavioural intentions
Das, Mohapatra, Sharma, and Sarkar (2007)	Relationships among perceived attractiveness, destination image, demographic characteristics, expectation and satisfaction	Quantitative FA, Multiple regression analysis	Varanasi, India 192 tourists	Importance of destination image, demographic, expectation and satisfaction in explaining destination's perceived attractiveness
Day, Cai, and Murphy (2012)	Impact of destination image formation factors on consumption process	Quantitative Regression analysis	Australia	WOM as the most important information source in generating awareness of destination image and travel intentions.

			24 US travel wholesale managers,  76 Australian tourist product managers	Next information sources in importance were travel media and advertising
de la Hoz-Correa and Muñoz-Leiva (2019)	Relationships among destination image, information sources, e-WOM and visit intentions of a medical tourism destination. Moderating effect of culture	Quantitative t-test, FA, SEM – AMOS	534 European and American former and potential medical tourists	Impact of information sources on destination image, and of the two on visit intentions  moderating effect of culture
De Nisco, Mainolfi, Marino, and Napolitano (2015)	Relationships among satisfaction, country image, destination image and post-visit intentions	Quantitative	Italy  542 tourists  Random systematic sampling	Mediating effects of country and destination image between satisfaction and behavioural intentions
Deng, Liu, Dai, and Li (2019)	Differences in destination images between Eastern and Western tourists through user-generated images	Qualitative  Automatic content parsing analysis	Shanghai  34799 Flickr images	Differences in cognitive and affective destination images based on photos and comments by Eastern and Western tourists
Dolintina, Yusof, and Chee (2015)	Differences in push and pull motives between	Quantitative	Sabah, Malaysia	Differences in push motives between domestic and international tourists, but



	domestic and international tourists	t-test, logistic regression	106 domestic and international sport tourists  Convenience sampling	not with respects to pull factors (i.e., destination image)
Dolnicar and Grün (2013)	Comparison of destination image measures	Quantitative  Test-retest reliability, t-tests	Seven continents  2532 panel respondents from North America, Australia, Europe, and Asia	‘Forced-choice full binary’ measure of destination image as the best performing by presenting more stable results, compared to multi-category and pick-any measures
Dolnicar and Huybers (2007)	Destination image measurement based on differences between tourist groups	Quantitative  Topology-representing network analysis	6 tourism destinations in Australia  575 prospective tourists from Sydney, Australia	Perception-based market segmentation approach
Draper (2015)	<b>Differences in destination images among visitors, potential visitors and residents</b>	<b>Quantitative  PCA, ANOVA</b>	<b>Austin, Texas  627 inquirers of the Convention and Visitors Bureau</b>	<b>Significant differences among visitors, potential visitors and residents in their destination image perceptions</b>

Echtner and Ritchie (2003)	Conceptualization and measurement of destination image	Conceptual	Scholarly articles in psychology, marketing and destination image research that conceptualize and/or measure the image construct	A framework of conceptualizing image as a continuum of functional-psychological, attribute-holistic and common unique components.
Eid et al. (2019)	Relationships among destination attributes, destination image, political (in)stability, tourist satisfaction and recommend intentions	Quantitative  FA, SEM – AMOS	UAE  829 tourists	Impact of destination attributes and political (in)stability on destination image, and the two on tourist satisfaction and recommend intentions
Elliot and Papadopoulos (2016)	Relationships among country image, product beliefs, product familiarity, product receptivity, destination beliefs, destination familiarity and destination receptivity	Quantitative  FA, SEM – LISREL	US, Japan, Australia, South Korea, Canada  Travel shows attendees in South Korea (n=349), in Canada (307)	Impact of:  cognitive country image on product evaluations  affective country image on destination evaluations  product beliefs on tourism
Elliot, Papadopoulos, and Szamosi (2013)	Relationships between tourism destination image and product country image	Quantitative  SEM – LISREL	Australia  349 travel show attendees in South Korea	Impact of affective country image on product and destination receptivity

			307 attendees in Canada  Purposive sampling method	
Fayed et al. (2016)	Relationships among motivations, perceptions, satisfaction and loyalty	Quantitative  ANOVA	Egypt  232 tourists	Impact of:  motivations and perceptions on satisfaction and loyalty  satisfaction on loyalty
<b>Florek et al. (2008)</b>	<b>Destination image change after direct experience</b>	<b>Mixed method</b>  <b>Repeated measures longitudinal method</b>  <b>Content analysis, Paired t-tests</b>	<b>Germany</b>  <b>New Zealand football fans who completed pre- and post-questionnaires (n=24),</b>  <b>interviewees (n=3) for pre-, during, and post-interview stages</b>  <b>Convenience sampling</b>	<b>Significant improvement of destination image after direct experience</b>

Frías, Rodríguez, Alberto Castañeda, Sabiote, and Buhalis (2012)	Moderating impact of culture in the destination image formation	Quantitative ANOVA	Andalusia, Spain  371 European tourists	Moderating effect of uncertainty-avoidance in the relationship between information sources used and destination image formation
Frías, Rodríguez, and Castañeda (2008)	Information sources affecting destination image formation	Quantitative ANOVA	Andalusia, Spain  592 international tourists  Convenience sampling	When used together travel agency and Internet negatively affect destination image perceptions
Gallarza et al. (2002)	Conceptualization and measurement of destination image	Conceptual		Classification of the methodological and statistical procedures for destination image measurement  more comprehensive conceptual model of destination image
Galvani and Pirazzoli (2013)	Application of Semiotics and Sociology of Architecture to destination image	Conceptual		Proposed a three-component model of expected, checked and spread image in the image formation process
Gannon et al. (2017)	Examined links among cosmopolitanism, self-identity, social interaction desire, destination image and behavioural intentions	Quantitative  SEM – PLS	Mecca  538 Iranian Muslim travellers	Impact of:  cosmopolitanism, self-identity, social-interaction desire on destination image

			Convenience sampling	destination image, cosmopolitanism, self-identity, and social interaction on behavioural intentions
Gibson, Qi, and Zhang (2008)	Relationships among destination image, travel intentions and travel experience	Quantitative FA, hierarchical regression analysis	Athens, Greece  350 students from the US  Spatial-location and systematic random sampling	Impact of destination image on travel intentions, and its mediating role between experience and travel intentions
Giraldi and Cesareo (2014)	Relationships among destination image, previous experience and behavioural intentions	Quantitative FA, t-test, multiple regression	Rome  312 domestic and international tourists	Impact of:  destination image on behavioural intentions  previous experience on destination image
González-Rodríguez, Martínez-Torres, and Toral (2016)	Online reviews related to Barcelona	Qualitative Sentiment analysis	200 online reviews about Barcelona	Users are hesitant to leave extreme polar reviews, such as very negative or very positive  impact of expertise on perceived helpfulness.
Govers and F.M (2003)	Traditional multi attribute-based destination image measurement technique to predict	Qualitative	4 target groups of respondents based on the levels of awareness of and	Traditional multi-attribute technique of destination image measurement failed to capture image differences among visitors and non-visitors

	destination choice behaviour in the technology-based environment		patronage to destination	New information technology-based approach for measuring destination image is necessary in order to capture unique and holistic attributes
Gursoy, S. Chen, and G. Chi (2014)	Antecedents of destination loyalty	Conceptual		<p>A 'Destination Loyalty Formation' model</p> <p>previous experience, place attachment and involvement as most influential determinants of destination loyalty</p> <p>impact of destination image on service quality and satisfaction, and of the two on destination loyalty</p>
Guthrie and Anderson (2010)	Examining visitor experiences through narratives	Qualitative Thematic analysis	Edinburgh, Greenwich 56 visitors	Effectiveness of narratives in evaluating consumption experiences and its impact on destination image
Guzman-Parra, Vila-Oblitas, and Maqueda-Lafuente (2016)	Relationships between destination image, tourist satisfaction and loyalty	Quantitative SEM	Malaga, Spain 398 tourists	Positive relationship between destination image, satisfaction and loyalty
Haarhoff (2018)	Push and pull factors that impact destination image	Quantitative Chi square tests	Kimberley resorts, South Africa 400 visitors	Difference in perceptions (i.e., destination image, satisfaction and revisit intentions) between first-time and repeat visitors

			Convenience sampling	did not find impact of gender, employment status, marital status and education level on overall satisfaction
<b>Hahm, Tasci, and Terry (2019)</b>	<b>Relationships among destination image, country image and Olympic Games image before and after the Olympics in four country contexts</b>	<b>Quantitative Chi-square test, t-test, ANOVA</b>	<b>Greece, UK, Brazil, Russia  484 respondents  Random sampling on an Internet survey marketplace</b>	<b>Positive relationships among country, destination and Olympics images  identified the Olympics image as significantly better than country and destination images in regard to the whole sample</b>
<b>Hallab and Kim (2006)</b>	<b>Destination image of visitors and non-visitors</b>	<b>Quantitative MANOVA</b>	<b>Mississippi, US  134 visitors, 101 non-visitors</b>	<b>Differences in destination images of visitors and non-visitors  Impact of past visit on visit/revisit intentions</b>
Hallab and Kim (2011)	Impact of socio-demographics on destination image and behavioural intentions	Quantitative FA, MANOVA, Tukey test, Chi-square analysis	Mississippi, USA  234 non-Mississippi US travellers	Impact of cultural distance on destination image and behavioural intentions
Hallmann et al. (2015)	Structure of destination image, and its impact on revisit intentions	Quantitative SEM – AMOS	Germany, Austria  795 winter sports tourists	Destination image as a multidimensional construct with affect and cognition

				impact of destination image on revisit intentions
Hanlan and Kelly (2016)	Role of information sources in destination image formation	Mixed method  Mean importance score	Australia  21 international backpackers from the UK and Europe	Word of mouth and autonomous information sources as the key media in the destination image formation, and little or no role of mainstream media in this process
Harun, Obong, Bin, and Lily (2018)	Effect of destination image and perceived risk on revisit intentions	Quantitative  FA, multiple regression	Malaysia  171 tourists	Impact of destination image on revisit intentions, but not of perceived risk.
Hasan Md et al. (2019b)	Relationships among destination image, attitudes, service quality, perceived value, satisfaction and behavioural intentions	Quantitative  SEM – PLS	Bangladesh  601 tourists  Convenient sampling	Impact of:  service quality and perceived value on destination image, tourist attitudes and satisfaction  impact of destination image and satisfaction on tourist attitudes and behavioural intentions
Hasan Md et al. (2019a)	Relationships among perceived destination risk, destination image, satisfaction, attitudes towards revisiting and revisit intentions	Quantitative  SEM – PLS	Bangladesh  601 tourists	Destination image and satisfaction on attitudes related to revisit intentions



Hau and Omar (2014)	Relationship between service quality and tourist satisfaction	Quantitative Multiple regression	Rantau Abang, Malaysia 165 visitors	Impact of service quality dimensions (i.e., destination image, support services and security, cleanliness and facilities) on tourist satisfaction
Hernández-Lobato, Solis-Radilla, Moliner-Tena, and Sánchez-García (2006)	Relationships among destination image, satisfaction and loyalty	Quantitative Path analysis	Ixtapa-Zihuatanejo, Mexico 140 American tourists	Affective image as the main antecedent of loyalty  Impact of:  cognitive image on loyalty  destination image, satisfaction on attitudinal loyalty  attitudinal loyalty on behavioural loyalty  cognitive image also indirectly influences attitudinal loyalty through satisfaction
Heydari Fard et al. (2019)	Relationships among destination image, perceived authenticity, perceived value, satisfaction and behavioural intentions of medical tourists	Quantitative FA, SEM – PLS	Iran 384 medical tourists  Convenience sampling	Impact of:  perceived authenticity on destination image, and the two on perceived value and satisfaction  satisfaction on behavioural intentions
Högström, Tsiotsou, Rosner, and Gustafsson (2010)	Contribution of quality dimensions to destination-	Quantitative Sensitivity analysis, attribute	Norway 270 members of the Norwegian	Greater impact of physical conditions, than the interactions, on destination-specific experience

	specific experience quality and satisfaction	importance analysis, t-tests	Snowboard Association	
Hosany et al. (2006)	Relationship between destination image and destination personality	Quantitative FA, MANOVA	UK  148 British nationals	Destination image and destination personality as related concepts, with affective image representing more variance on destination personality
<b>Huang and Gross (2010)</b>	<b>Multi-faceted image assessment</b>	<b>Qualitative  Content analysis</b>	<b>Australia  3 Chinese past visitor groups,  3 non-visitor groups</b>	<b>No significant differences in cognitive and affective image perceptions between visitors and non-visitors  past visitors identified more multi-sensory image features</b>
Huang and van der Veen (2019)	Relationships among destination image, tourist attitude and visit intentions. Moderating effects of gender and generation	Quantitative FA, SEM – AMOS	Australia  705 Chinese potential tourists  Convenience sampling	Impact of destination image on tourist attitude, and tourist attitude on visit intentions  moderating effect of gender and generation in these relationships
Huang, Chen, and Lin (2013)	Impact of destination image on travel intentions	Quantitative FA, t-test, multiple regression	Taiwan  316 Mainland Chinese actual visitors  314 potential visitors	Cultural proximity factor of destination image as the most effective determinant of travel intentions

Huh, Uysal, and McCleary (2008)	Assessment of expectations and satisfaction with a destination.  Relationship between destination image and satisfaction.	Quantitative	Virginia Historic Triangle  201 tourists	Significant relationship between destination attributes and overall satisfaction.
Hung, Lin, Yang, and Lu (2012)	An image formation model	Quantitative  SEM – AMOS	Macao, China  817 Taiwanese tourists  Random sampling	Relationships among information, motivations, destination image and experiential value
Hunter and Suh (2007)	Perceptions of Jeju standing stones through multimethod approach	Mixed method  Content analysis, FA, ANOVA	South Korea  269 visitors and residents  Purposive sampling	Application of visual responses in capturing image perceptions
Hyun and Perdue (2010)	Relationships among previous trip satisfaction, destination image favourability and repeat visit intentions	Quantitative  FA, correlation & regression analysis	USA  500 tourists	Impact of previous trip satisfaction on repeat visit intentions, when controlling the effect of destination image favourability
Iordanova (2017)	A composite loyalty index	Quantitative  FA, ANOVA	Linz, Austria  400 visitors	Impact of image on composite loyalty

			Convenience sampling	Stronger effect of affective image on loyalty than cognitive image
<b>Iordanova and Stylidis (2019)</b>	<b>Impact of direct experience and nationality on pre-travel and on-site destination images</b>	<b>Quantitative</b> <b>PCA, MANOVA</b>	<b>Linz, Austria</b> <b>400 international and domestic tourists</b>	<b>Significant differences between domestic and international tourists' a priori and in situ destination images</b> <b>impact of direct experience on destination image formation both for domestic and international tourists</b>
Isaac and Eid (2018)	Determinants of destination image perceptions and behavioural intentions of tourists engaged in alternative tourism	Qualitative  Thematic analysis	Palestine  33 tourists	Tourists who had visited the destination had more positive destination images compared to media images  identified political factors, information sources and personal factors as key determinants of destination image formation
Ishida, Slevitch, and Siamionava (2016)	Effect of WOM on destination image	Quantitative  FA, multiple linear regression, ANOVA	Branson, MO, USA  976 tourists  Convenience sampling	Greater impact of traditional WOM on destination image than electronic WOM  less impact of negative traditional WOM on destination image than negative electronic WOM
Ivanov, Ilium, and Liang (2010)	Destination brand molecule approach to destination image, and organization of destination brand	Qualitative  (brand concept mapping approach)	Las Vegas, Nevada  43 students in Bulgaria, 50 students in the US	Application of a destination brand molecule process to assess destination image perceptions

	perceptions in people's minds		Convenience sampling	
Jalilvand (2017)	Impact of WOM and mass media information sources on destination image, tourist attitude and travel intentions	Quantitative FA, SEM – LISREL	Shiraz, Iran  323 tourists	Impact of:  WOM and mass media on destination image and tourist attitude (towards the destination)  destination image and tourist attitude on travel intentions
<b>Jani and Hwang (2011)</b>	<b>Destination image in user-generated electronic content</b>	<b>Qualitative Content analysis</b>	<b>Zanzibar, Tanzania</b>  <b>214 posts by 89 potential tourists,</b>  <b>125 by actual tourists in Lonely Planet</b>	<b>After the visit dominance of cognitive attributes were replaced by psychological attributes and destination image was more positive</b>
<b>Jani and Nguni (2016)</b>	<b>Destination image change between pre-travel and post-travel</b>	<b>Quantitative t-test, ANOVA</b>	<b>Tanzania</b>  <b>294 international tourists</b>	<b>Compared to pre-trip destination image post-trip image was more positive</b>
Jenkins (1999)	Destination image attributes examined in 14 studies		6 international image studies, 8 Australian image studies	Most measured image attributes

Jeong and Holland (2012)	Impact of exposure time to travel information on destination image	Experimental design – guidebook and website travel information, - questionnaire  MANOVA, quadratic regression analysis	Korea  312 students	Linear and quadratic trend in the effect of travel information exposure time on destination image
Ji and Wall (2011)	Comparison of visitor and resident images.  Impact of information sources, socio-demographics and place attachment on destination image	Quantitative  Mann-Whitney U, Spearman's rank correlation tests	Qingdao, China  578 tourists, 337 residents	Difference in destination images between visitors and residents  weak correlation between place attachment and destination image  partial correlation of age, education and information sources with destination image
Jiang, Ramkissoon, and Mavondo (2016)	Conceptualization of the relationships between destination image and visitor delight and place attachment	Conceptual		A conceptual model that integrates destination image, fun, customer orientation, visitor delight and place attachment
Jin, Lee, and Lee (2013)	Relationships between sporting event quality, destination image, perceived value and revisit intentions	Quantitative  SEM	Daegu, South Korea  264 tourists leaving the IAAF World Championship	Impact of:  event quality and perceived value on behavioural intentions  destination image on perceived value.

Josiassen et al. (2016b)	Review of image and imagery concepts	Conceptual		Destination image and destination imagery as different concepts
Kantarci (2007)	Assess destination image of Central Asia countries (i.e., Uzbekistan, Kazakhstan, Kyrgyzstan and Turkmenistan)	Quantitative FA, ANOVA	Mersin, Turkey 151 residents	Identified motivations to visit the destination, and the attributes perceived as positive and relatively negative
Kaplanidou (2006)	Relationships among trip purpose, socio-demographics, trip characteristics, event and destination images, and return intentions	Quantitative MANCOVA, regression analysis	Athens, Greece 224 international tourists attending the Olympic Games	Impact of: age and continent of residence on affective image destination image on return intentions
Kaplanidou (2009)	Relationships among event image, destination image, spectators' geographic regions (i.e., continents of origin) and behavioural intentions	Quantitative MANCOVA, regression analysis	Athens, Greece 224 Olympic Games spectators	Impact of: continents of origin on return intentions, event and destination images event image on destination image
Kaplanidou and Gibson (2012)	Impact of number of visits on destination image, event image and behavioural intentions	Quantitative MANCOVA	USA 470 tourist spectators	No differences among first-, second-, and third-time visitors in their destination image, event image, and behavioural intentions
Kaplanidou and Vogt (2007)	Relationships among sport event image, destination image,	Quantitative SEM	Great Lakes, USA 344 sport tourists	Impact of: event image on destination image

	satisfaction, experience and revisit intentions			destination image and experience on revisit intentions
Kaplanidou, Jordan, Funk, and Ridinger (2012)	Relationships among event image, destination image, place attachment and behavioural intentions	Quantitative FA, regression analysis	USA 2015 tourist participants of the marathon event	Impact of destination image on place attachment and behavioural intentions
Kassianidis (2013)	Crete's image perceived by tourists, and impact of destination attributes on overall image	Quantitative FA, multiple regression analysis	Crete 216 tourists visiting Convenience sampling	Important attributes in determining Crete's image  the most important factors that predict the overall image are those that are highly rated
Kastenholz (2010)	Impact of cultural proximity on destination image	Quantitative Kruskall-Wallis, Mann-Whitney U tests	North Portugal 2280 domestic and foreign tourists	Impact of cultural proximity on destination image, with tourists from quite closer distances expressing the most positive destination image
Kesić and Pavlic (2011)	Impact of information sources, demographics and motivations on destination image	Quantitative Multiple regression	Dubrovnik 355 tourists	Impact of: information sources on cognitive image motivations on affective image
Khan, Chelliah, and Ahmed (2017)	A model of prospective young women's travel behaviour	Quantitative	Malaysia 370 young women students	Impact of travel motivation travel constraints on destination image



Khan, Haque, and Rahman (2013)	Factors that lead to tourist satisfaction	Quantitative FA, multiple regression	Malaysia 256 tourists Convenience sampling	Destination image, motivation and service quality as determinants of tourist satisfaction
Kim (2018)	Effect of memorable tourism experiences (MTEs) on behavioural intentions	Quantitative Process analysis - PROCESS macro	Taiwan 301 visitors Quota sampling	MTEs impact behavioural intentions both directly and indirectly through destination image and satisfaction
<b>Kim and Chen (2016)</b>	<b>Before, during and after the trip destination image formation</b>	<b>Conceptual</b>		<b>Proposed a destination image formation model through before, during and after trip stages.</b>
Kim and Malek (2017)	Effects of self-congruity and destination image on loyalty, and moderating effect of culture	Quantitative FA, SEM	South Korea 316 tourists	Impact of self-congruity and destination image on loyalty moderating impact of culture
<b>Kim and Morrision (2005)</b>	<b>Image change after the visit</b>	<b>Quantitative Paired t-tests, ANCOVA</b>	<b>South Korea 223 tourists from Japan, 143 from Mainland China, 173 from the US</b>	<b>Positive image change after the visit in all three national groups impact of nationality, educational level, age and occupation on the image change</b>
Kim and Park (2015)	Impact of previous experience on destination image	Quantitative FA, t-test	Weh Island, Indonesia	Impact of repeat visit on cognitive and overall images, but not on affective image

			245 domestic tourists  Stratified sampling	
Kim and Perdue (2011)	Relative impact of cognitive and affective images on destination attractiveness	Quantitative  t-test, logistic regression	USA ski destinations  1230 potential visitors	Impact of cognitive and affective images on destination attractiveness  moderating role of experience
Kim and Yoon (2003)	Formation of destination image	Quantitative  FA, Second-order factor analysis	Seoul, South Korea  231 Overseas travellers  Convenience sampling	Operationalization of destination image as a second-order factor through cognitive and affective images  higher impact of affective image than cognitive image in the destination image formation
<b>Kim et al. (2019b)</b>	<b>Variations of perceived image over three time points using repeated measures approach.</b>  <b>Relationships among destination image, satisfaction, knowledge and destination attachment</b>	<b>Quantitative – (longitudinal repeated measures)</b>  <b>FA, General Linear Model, ANOVA with repeated measures, regression analysis</b>	<b>Vietnam</b>  <b>161 South Korean tourists</b>	<b>Significant variations in image perceptions across time. Confirmed the differences among pre-, during-, and post-destination images for cognitive, affective and overall images, with images shifting towards more positive direction.</b>  <b>partially supported the hypotheses on the effects of destination image components on satisfaction, attachment and knowledge</b>

Kim, Hallab, and Kim (2012)	Moderating effect of travel experience between destination image and revisit intention	Quantitative FA, hierarchical multiple regression	South Korea 770 American students	Travel experience reinforced destination image and revisit intention, but not the cultural attractiveness factor
Kim, Holland, and Han (2013)	Relationships among destination image, service quality, perceived value, satisfaction and behavioural intentions	Quantitative FA, SEM – AMOS	Orlando, US 581 tourists Convenience sampling	Impact of:  destination image on service quality and perceived value  perceived value on satisfaction and behavioural intentions
<b>Kim et al. (2015)</b>	<b>Relationships among destination image, motivations, perceived quality, perceived value, satisfaction, complaints and revisit intentions</b>  <b>Moderating role of tourist expenditure</b>	<b>Quantitative</b> <b>FA, SEM – PLS</b>	<b>Crete, Greece</b>  <b>250 British tourists</b>	<b>Impact of:</b>  <b>destination image, motivations, and perceived quality on satisfaction</b>  <b>satisfaction on perceived value</b>  <b>perceived value on complaints and revisit intentions</b>
Kim et al. (2018)	Relationships among destination image, event quality, motivation, value and revisit intentions. Moderating effect of attachment avoidance	Quantitative k-means clustering, FA, SEM – PLS	Weifang, China 406 Expo attendees	Impact of:  quality and motivation on value  value on destination image and behavioural intentions  moderating effect of attachment avoidance in these relationships

<b>Kim et al. (2009)</b>	<b>Destination image change through repeated measures over three time periods</b>	<b>Quantitative</b>  <b>FA, GLM repeated measures</b>	<b>Australia</b>  <b>303 Korean tourists</b>	<b>Image change over time</b>  <b>cognitive image as more stable than affective image</b>
Kim, Park, and Kim (2016)	Mediating effect of destination image between spectator satisfaction and behavioural intentions	Quantitative  FA, SEM – AMOS	Shanghai International Circuit, China  572 spectators	Mediating effect of destination image between satisfaction and behavioural intentions
<b>King et al. (2015)</b>	<b>Destination image decay, and structural stability of destination image</b>	<b>Quantitative</b>  <b>(longitudinal repeated measures)</b>  <b>FA, ANOVA</b>	<b>Miami</b>  <b>234 non-local marathon event participants</b>	<b>Destination image decay in affective and conative components, while cognitive component remaining relatively stable</b>  <b>moderating role of tourists' psychological connection in the pattern of image decay</b>
Kislali et al. (2016)	Formation of destination image	Conceptual		Destination image formation model that incorporates socio-cultural and technological factors
Klabi (2012)	Relationship between destination-personality-congruity and destination preference	Quantitative  FA, regression analysis	Tunisia  442 tourists  Convenience sampling	Impact of congruity on personality traits enhances tourist's preference of the destination

Kock et al. (2016)	Conceptualization and operationalization of destination image.  Relationship between destination image and behavioural intentions	Quantitative  Partial least squares path modelling	Germany and Spain  337 Denmark residents	Impact of destination imagery and affect on destination image  impact of destination image and affect on behavioural intentions
Költringer and Dickinger (2015)	Representation of brand image in online information sources	Qualitative  Co-occurrence analysis, correspondence analysis	Vienna, Austria  5719 UGC documents (i.e., online travel communications and social travel guides),  DMO (i.e., websites of destination management organizations), Anglo-American news media website documents	Difference in image representation of different online information sources  user generated content (UGC) as the richest online information source
Kozak, Bigné, Gonzalez, and Andreu (2003)	Cross-cultural differences in tourist behaviour	Quantitative  FA, ANOVA	Comunidad Valenciana, Spain  2879 tourists in 1999, 2511 tourists in 2000	Destination image perceptions of a specific destination are not homogeneous

Ku and Mak (2017)	Differences between residents' and tourists' destination image	Quantitative  Importance-performance analysis	Hualien, Taiwan  335 domestic tourists, 307 residents  Purposive sampling technique	Differences between residents' and tourists' perceptions in environmental issues and visit purposes
Kwanisai and Vengesayi (2016)	Contribution of the attribute satisfaction towards overall satisfaction	Quantitative  Multiple linear regression	Zimbabwe  702 tourists  Convenience sampling	Out of 9 attributes 7 found as significant in explaining overall satisfaction; accommodation had the greatest contribution towards overall satisfaction.  the role of transport and intermediaries statistically insignificant.
Ladeira, Santini, Araujo, and Sampaio (2016)	A meta-analysis of tourism and hospitality empirical studies on the antecedents and consequences of satisfaction	Meta-analysis	125 articles	Destination image, quality, environment, perceived value, hedonic value, utility value, and monetary value as antecedents of satisfaction,  loyalty, trust, purchase and word-of-mouth intentions as consequences of satisfaction.
Lai and Li (2012)	Core-periphery structure of destination image	Mixed method  Thematic, FA	Beijing, China  Quantitative - 895 tourists	Existence of core-periphery structure in destination image

			Qualitative – 51 tourists	
Lai and Li (2016)	Conceptualization of destination image from a modernist perspective	Conceptual	45 tourism destination image definitions	Proposed a definition of destination image with the purpose to increase its internal and external clarity
Lban et al. (2015)	Relationships between destination image, perceived value and behavioural intentions	Quantitative FA, SEM	Burhaniye, Turkey  405 festival visitors	Impact of:  destination image on perceived value and WOM  perceived value on revisit likelihood and WOM
Lee (2009a)	Relationships among destination image, interpretation services, satisfaction and future behaviour in the case of community-based sustainable tourism	Quantitative FA, SEM - LISREL	Taomi eco-village, Taiwan  64 tourists	Direct and indirect effect of destination image on satisfaction and future behaviour  interpretation services directly impacted satisfaction and indirectly future behaviour  impact of satisfaction on future behaviour
Lee (2009b)	Relationships among destination image, attitude, motivations, satisfaction and behavioural intentions	Quantitative FA, SEM - LISREL	Cigu, Sihcao and Haomeiliao, Taiwan  1244 tourists	Direct impact of destination image, tourist attitude, motivations on satisfaction, and their indirect impact on behavioural intentions

			Systematic sampling	
Lee and Lee (2009)	Impact of culture on destination image and tourist behaviour	Quantitative FA, t-tests, Importance-performance analysis	Guam  238 Korean  231 Japanese tourists	Difference in perceptions between the two nationality groups
Lee and Lockshin (2012)	Impact of country-product image on destination image.  Moderating effect of familiarity	Quantitative  t-test, SEM – AMOS	Chile Australia  135 Australian university students  235 Chinese tourists	Reverse country-of-origin image effect, whereby country's product image impacted destination image  moderating impact of product familiarity on destination image
<b>Lee et al. (2014a)</b>	<b>Dynamic nature of destination image. Relationship between satisfaction and image modification</b>	<b>Quantitative  ANOVA</b>	<b>South Korea  520 tourists</b>	<b>Significant differences between pre- and post-trip images</b>  <b>impact of extent of image modification on satisfaction</b>
Lee et al. (2016)	Relationships among destination image, recreation experience and perceived authenticity	Quantitative  FA, SEM – LISREL	Taiwan  536 tourists	Impact of cognitive and affective images on recreation experience, and of the latter on perceived authenticity  mediating effect of recreation experience between cognitive image and perceived authenticity



Lee et al. (2012)	Incongruence between pre- and post-travel destination images, and its impact on satisfaction and behavioural intentions	Quantitative (longitudinal repeated measures)  FA, regression analysis	Central Asia  205 Korean tourists	Positive change in destination image after the trip  Impact of:  positive incongruence on satisfaction  satisfaction on behavioural intentions
Lee, Lee, and Lee (2005)	Relationships among destination image, service quality, satisfaction and behavioural intentions	Quantitative  FA, Covariance matrix, structural analysis	South Korea  412 tourists	Impact of:  destination image on service quality  service quality on affect, satisfaction and revisit and recommend intentions,  affect on satisfaction and behavioural intentions  satisfaction on behavioural intentions
Lee, Lockshin, Cohen, and Corsi (2019b)	Halo effect of tourists' destination image on their product image of that destination through latent growth modelling	Quantitative (longitudinal)  Latent growth modelling - AMOS	Australia  Chinese tourists  Time 1 n=317, time 2 n=140, time 3 n=111	Positive impact of destination image on product evaluations exported by that destination  product-image decay over time in low-involvement visitors versus high-involvement visitors
Lee, Pan, and Chung (2019a)	Relationships among destination image, service quality, satisfaction and behavioural intentions	Quantitative  FA, SEM	Dapeng Bay Scenic Area, Taiwan  407 visitors	Impact of:  destination image on service quality and satisfaction

				Impact of satisfaction on behavioural intentions
Li and Stepchenkova (2012)	Destination image perceptions of the US by Chinese long-haul outbound travellers	Qualitative  Perceptual mapping	US  1600 long-haul Chinese outbound tourists	Perceptual mapping as a method of linking image components
<b>Li and Vogelsong (2006)</b>	<b>Compare two methodologies for measuring destination image change</b>	<b>Quantitative  t-test</b>	<b>Jacksonville  130 festival attendees  Systematic sampling</b>	<b>The two methods provided contrasting results:</b>  <b>the objective method of measuring same respondents' perceptions of destination image during and after event participation resulted in negative image change</b>  <b>the subjective method of directly reporting image change indicated positive change</b>
Li and Yang (2015)	Relationships among destination image, satisfaction and behavioural intentions. Moderating role of gender	Quantitative  FA, SEM – LISREL	Macau, China  514 domestic tourists  Convenient sampling	Impact of:  destination image on satisfaction and behavioural intentions  satisfaction on behavioural intentions  no impact of gender in the relationships tested

Li et al. (2015)	Analysis of destination image research between 1991 - 2011	Conceptual		Summary of the destination image literature during 20 years by citation records, statistical procedure, data collection, survey methods, image attributes and constructs used and destination image definitions proposed
Li, Cai, Lehto, and Huang (2010)	Relationships among motivations, destination image and revisit intentions	Quantitative FA, SEM - AMOS	Indiana, USA  882 visitors	Impact of:  motivations on cognitive and affective images, and revisit intentions  impact of affective image on revisit intentions
Li, Petrick, and Zhou (2008)	Relationships between destination knowledge and loyalty	Conceptual		Relationship between destination knowledge and destination loyalty
<b>Lim et al. (2014)</b>	<b>Pre- and post-visit destination image perceptions</b>	<b>Quantitative FA, regression analysis, multivariate analysis</b>	<b>China 196 Singaporean Generation Y tourists</b>	<b>Significant positive change in image perceptions after visit to the destination</b>
Lin, Morais, Kerstetter, and Hou (2007)	Multi-attribute perspective to the role of cognitive and affective images in the destination preferences formation	Quantitative FA, SEM	Taiwan  857 Taichung residents	Impact of cognitive on affective component, and of the two components on destination preferences

Lin, Wu, and Chang (2006)	Destination images and visit intentions of Yahoo! –Taiwan’s travel community	Quantitative FA, Regression analysis	Hualien, Taiwan 993 members of Yahoo! – Taiwan	Four image attributes positively influence, and one negatively influences visit intentions
Lindblom, Lindblom, Lehtonen, and Wechtler (2018)	Relationships among country images, destination beliefs and travel intentions	Quantitative SEM	Japanese non-travellers and travellers to Finland (n=593), Sweden (365) and Denmark (305)	Impact of:  country image on destination beliefs  destination beliefs on travel intentions
Liu (2014)	Image-based segmentation of cultural tourists	Quantitative  FA, cluster analysis, ANOVA	Taiwan  945 international tourists	Four tourist segments based on image dimensions  tourist segment differences in terms of socio-demographics, number of visits and travel motivations
Liu, Li, and Fu (2016)	Perceived freedom of choice, destination image and satisfaction as antecedents of behavioural intentions	Quantitative CFA, SEM	Macau, China  514 tourists from Mainland China  Convenience sampling	Impact of:  perceived freedom of choice on destination image, satisfaction, behavioural intentions  destination image on satisfaction, behavioural intentions. Satisfaction influenced behavioural intentions
Liu et al. (2017)	Relationships among destination image,	Quantitative	Macau	Impact of:

	<p>satisfaction and behavioural intentions.</p> <p>Moderating role of travel experiences</p>	FA, SEM – AMOS	514 Mainland Chinese tourists	<p>destination image on satisfaction and behavioural intentions</p> <p>satisfaction on behavioural intentions</p> <p>moderating role of travel experience, with higher impact of destination image on satisfaction for first-time visitors</p>
Liu, Lin, and Wang (2012)	Relationships among destination image, self-congruity, destination personality and behavioural intentions	Quantitative FA, SEM	<p>Yilan Shangrila Recreation Farm, Taiwan</p> <p>326 visitors</p> <p>Convenience sampling</p>	<p>Impact of destination image on self-congruity, destination personality, and loyalty</p> <p>significant differences between first-time and repeat visitors in self-congruity and behavioural intentions relationships</p>
Llodrà-Riera, Martínez-Ruiz, Jiménez-Zarco, and Izquierdo-Yusta (2015)	Relative impact of information sources on forming destination image	Quantitative FA, ANOVA	<p>Mallorca, Spain</p> <p>541 tourists and residents</p>	<p>Grouping web platforms as organic, induced, and autonomous sources</p> <p>relative impact of these sources in forming information source construct</p>
Lu and Cai (2011)	Impact of image (of a destination, event, and venue) on (event and destination) loyalty	Quantitative FA, SEM	<p>China</p> <p>242 convention exhibition attendees</p>	<p>Impact of:</p> <p>event, venue and destination image on event loyalty</p> <p>venue and destination image on destination loyalty</p>

Lubbe (1998)	Primary image construction as a dimension of destination image	Qualitative  Cluster matrix	South Africa  29 interviewees of Saudi Arabia nationals  Non-probability judgement sampling	Different perspectives between expatriates and Saudi nationals in constructing primary images  culture as an important determinant of these differences
Machado, Santos, and Sarmiento (2009)	Relationships among information sources, motivations, attributes' consumption, destination image, quality, destination choice, satisfaction and loyalty	Quantitative  Logistic regression	Madeira  346 departing international tourists	Service quality, information sources, motivations, consumption of good, satisfaction, return intentions as strengthening factors of the destination image
MacKay and Fesenmaier (1997)	Effects of visuals on destination image construction and interpretation	Mixed method  FA, ANCOVA	Riding Mountain National Park, Manitoba, Canada  240 survey respondents, 28 focus group participants  Quota sampling, Purposive criterion sampling	The visuals as the most significant predictors of destination image  individual characteristics as weaker predictors of destination image  impact of familiarity on destination image

MacKay and Fesenmaier (2000)	Role of culture in tourist destination images	Quantitative Multidimensional scaling	10 students from US and Taiwan  Convenience sampling	Commonalities and differences between the two cultural groups
<b>MacKay and McVetty (2002)</b>	<b>Impact of visitation and information on image formation and change</b>	<b>Quantitative</b>	<b>Gwaii Haanas National Park Reserve on the Queen Charlotte Islands</b>	<b>Before visits tourists primarily had cognitive image, but after visit it shifted towards more affective features of the destination</b>  <b>visitors' images shifted towards more positive perceptions</b>
Madden et al. (2016)	A critical review of the literature on the definitions, measurements and antecedents of destination image	Conceptual		Antecedents of destination image for future studies
Maghsoodi Tilaki et al. (2016)	Relationships among destination image, satisfaction and behavioural intentions	Quantitative FA, SEM – PLS	Penang, Malaysia  420 international tourists	Impact of:  destination image on satisfaction  satisfaction on behavioural intentions
<b>Martín-Santana et al. (2017)</b>	<b>Antecedents of destination image change, and impact of image change on satisfaction and loyalty</b>	<b>Quantitative</b>  <b>FA, SEM</b>	<b>Tenerife, Spain</b>  <b>411 tourists</b>	<b>Impact of:</b>  <b>positive gap between pre- and post-visit images on satisfaction</b>  <b>satisfaction on behavioural intentions</b>

Mat Som, Mostafavi Shirazi, Marzuki, and Jusoh (2011)	Relationships between image, satisfaction and destination loyalty	Quantitative  ANOVA	Penang, Malaysia  123 international tourists	Relationship between satisfaction and loyalty
McCartney (2008)	Influence of culture on destination image	Quantitative  Multivariate analysis	Macao  Tourists at airport departures in Hong Kong (n=456), Beijing (n=406), Shanghai (n=313), and Kaohsiung (n=287)  Random sampling	Impact of cultural backgrounds and travel motivations on destination image formation
McCartney, Butler, and Bennett (2008)	Influence of information sources on destination selection	Quantitative  Cross-tabulation analysis	Macao  Random sampling  Tourists at airport departures in Hong Kong (n=456), Beijing (n=406), Shanghai (n=313), and Kaohsiung (n=287)	Importance of information sources were different in relation to cultural backgrounds
Mendes, Do Valle, and Guerreiro (2011)	Impact of promotional campaign on destination image	Quantitative  FA, SEM – PLS	Algarve, Portugal	Strong positive effect of Algarve campaign on destination image



			282 departing tourists	
Mohamad, Ali, Ghani, Abdullah, and Mokhlis (2013)	Impact of destination image on behavioural intentions	Quantitative FA, SEM	Malaysia  312 departing European tourists	Impact of destination image on behavioural intentions
Mohamad, Ghani, Mamat, and Mamat (2014)	Mediating role of satisfaction between destination image and behavioural intentions	Quantitative FA, SEM – AMOS	Malaysia  312 European tourists	Direct and indirect effect of destination image (through satisfaction) on behavioural intentions
Moon and Han (2019)	Relationships among experience quality, perceived value, perceived price reasonableness, satisfaction and loyalty	Quantitative K-means cluster analysis, FA, SEM	Jeju Island, South Korea  465 international tourists	Impact of experience quality on perceived value and perceived price reasonableness, and of the two on satisfaction, and the latter on tourist loyalty  Moderating effect of destination image in the relationship among perceived value, price reasonableness and satisfaction
Moon, Ko, Connaughton, and Lee (2013)	Relationships among destination image, service quality, perceived value and behavioural intentions	Quantitative FA, SEM – AMOS	Tour de Korea bicycling stage race, South Korea  451 spectators	Impact of:  service quality on perceived value, destination image and behavioural intentions

				<p>perceived value on destination image, and its negative impact on behavioural intentions</p> <p>mediating role of destination image between service quality and behavioural intentions</p>
Morais and Lin (2010)	Destination image and destination attachment as antecedents of patronizing intentions	Quantitative FA, SEM	Taiwan  160 first-time, 156 repeat visitors	Destination image for first-time visitors, destination attachment for repeat visitors as the main determinant of patronizing intentions
Musa, Putit, Yusrina Hayati Nik Muhammad, and Husin (2011)	Impact of destination image on tourist experience and loyalty	Quantitative FA, SEM – AMOS	Perhentian Island, Malaysia  173 tourists	Island image and country image as determinants of tourist experience  impact of tourist experience on loyalty
<b>Mwaura, Ingram, Acquaye, and Jargal (2013)</b>	<b>Destination image of actual and potential tourists</b>	<b>Quantitative t-test</b>	<b>Mongolia  44 UK actual and potential tourists</b>	<b>Tourists that experienced the destination had more positive perceptions than potential tourists</b>  <b>destination image as an important factor in determining visit intentions</b>
Nadeau, Heslop, O'Reilly, and Luk (2008)	Relationship between tourism destination and product-country images, and its impact on behavioural intentions	Quantitative FA, SEM - LISREL	Nepal  307 international tourists	Direct impact of country image on destination image and its indirect impact on behavioural intentions

Nghiêm-Phú (2014)	Development of destination image research	Conceptual	177 articles published between 2008 – 2012	Perceived and projected destination image studies as the two broad categories of destination image research  destination image studies in terms of constructs investigated
Nghiêm-Phú (2015)	Structure of destination image	Quantitative  FA, SEM – AMOS	Vietnam  367 international tourists	Destination image as a four-structure construct with functional psychological, mixed and affective components  impact of all destination image components on behavioural intentions
Nghiêm-Phú (2018)	Correlation between destination image and satisfaction	Meta-analysis		Impact of destination image, quality and attribute satisfaction on overall satisfaction
Nicoletta and Servidio (2012)	Impact of two sets of images (i.e., promotional and non-promotional) on destination evaluations	Quantitative  Logistic regression	Amantea, Italy  225 non-visitors	Impact of non-promotional images than promotional images, on evoking more emotional excitement in tourists and visit intentions
<b>O’Leary and Deegan (2005)</b>	<b>Ireland’s image as a tourism destination in France</b>	<b>Quantitative  Importance-performance analysis</b>	<b>Ireland  281  French tourists</b>	<b>Identified 17 attributes important to French tourists</b>  <b>for most attributes confirmed importance/pre-visit performance and importance/post-visit performance</b>  <b>discrepancies between pre- and post-visit destination image were for the</b>

				<b>price-quality ratio, litter and access dimensions</b>
Oom do Valle, Correia, and Rebelo (2008)	Motivations, expectations, travel characteristics, socio-demographics as determinants of return behaviour	Quantitative  CFA, logit regression model analyses	Brazil  112 Portuguese tourists	Impact of pull and push motivations, expectations, frequent travel behaviour and socio-demographics on return decisions  no impact of trip cost on return decisions
Ozretic-Dosen, Previsic, Krupka, Skare, and Komarac (2018)	Impact of familiarity on destination image	Quantitative  t-test, importance-performance analysis	Turkey  838 Croatian citizens  Convenience sampling	Impact of travel experience on destination image  no impact of overall familiarity on destination image
Ozturk and Qu (2008)	Impact of destination image on expectations, perceived value and recommend intentions	Quantitative  FA, multiple regression	Kizkalesi, Turkey  233 domestic tourists	Impact of destination image on expectations, perceived value and recommend intentions
Palau-Saumell et al. (2016)	Relationships among country image, destination image, value, satisfaction and behavioural intentions	Quantitative  FA, SEM – EQS	Cancun, Mexico, and Lloret de Mar, Spain  1206 international tourists  Convenience sampling	Country and destination images as two different constructs  Impact of:  country image on destination image  destination image on value, satisfaction, and behavioural intentions

				value on satisfaction  satisfaction on behavioural intentions
Pan and Li (2011)	Linguistic structure of destination image	Mixed method  Google search volume data  Correlation, regression analysis, ANOVA	China  3263 American leisure travel population	Power-law distribution and long tail pattern of destination image phrases: few well-known phrases and attractions and many niche phrases collectively in large volume  linkages of destination image phrases with search engine keywords
Papadimitriou et al. (2015)	Relationships among destination personality, affective image, overall image and behavioural intentions	Quantitative  FA, SEM – AMOS	Athens, Greece  160 past visitors,  201 non-visitors	Impact of destination personality and affective image on overall image  mediating role of overall image in the impact of destination personality and affective image on behavioural intentions
<b>Papadimitriou, Kaplanidou, and Apostolopoulou (2018)</b>	<b>Differences in destination image and behavioural intentions among residents, past and prospective tourists</b>	<b>Quantitative  FA, SEM – AMOS</b>	<b>Patras, Greece  207 residents, 158 past tourists, 175 prospective tourists  Systematic sampling</b>	<b>Hierarchical sequence of cognition – affect – overall image  differences among residents, past and prospective tourists in the relationships tested: e.g., for residents and past tourists cognitive and affective images had direct impact on WOM intentions, while for</b>

				<b>prospective tourists' overall image also impacted WOM intentions</b>
<b>Park and Nicolau (2019)</b>	<b>Impact of destination image difference between pre- and post-trips on satisfaction and revisit intentions</b>	<b>Quantitative</b>  <b>Regression analysis – the Tobit model</b>	<b>South Korea</b>  <b>12024 departing international tourists</b>  <b>Stratified sampling</b>	<b>Asymmetric effects in the impact of the difference between pre- and post-travel destination images on satisfaction and revisit intentions</b>
Park and Njite (2010)	Impact of destination image on satisfaction and behavioural intentions	Quantitative  FA, SEM	Jeju Island  310 tourists  Convenient sampling	Impact of:  destination image on satisfaction and behavioural intention  travel characteristics on destination image
Park, Lee, Kim, and Kim (2019)	Relationships among destination image, network density, degree centrality, satisfaction and behavioural intentions	Quantitative  Social network analysis, FA, SEM – AMOS	Seoul, South Korea  468 Chinese tourists	Impact of destination image on network density (i.e., connectivity of a destination's touristic attractions) and degree centrality, and of the two on satisfaction, and of the latter on behavioural intentions
<b>Pavesi, Gartner, and Denizci-Guillet (2016)</b>	<b>Impact of a negative experience at a destination on tourists' decisions</b>	<b>Quantitative</b>  <b>Wilcoxon signed-rank test</b>	<b>Albania</b>  <b>110 student travellers</b>	<b>Impact of travel experience on tourists' decisions</b>

Pechlaner, Dal Bò, and Pichler (2013)	Relationship among destination image, event quality and customer satisfaction with motivations as a moderator	Quantitative Kruskal-Wallis, Mann-Whitney U, regression analysis	Manifesta 7 festival 764 visitors Systematic random sampling	Impact of image and event quality on satisfaction  motivation as significant moderator in determining images, satisfaction and event quality
Peña, Jamilena, and Molina (2012)	Dimensions in the formation of rural destination image	Quantitative FA, SEM -	Andalusia, Spain 199 tourists	Destination characteristics, service characteristics, cultural activities, nature-based activities, local products and gastronomy as dimensions in the formation of perceptions of a rural destination image
Permana (2018)	Relationships among destination image, perceived value, satisfaction and revisit intentions	Quantitative SEM – PLS	Kepulauan Seribu, Indonesia 265 tourists Purposive sampling	Impact of perceived value on satisfaction, and the latter on revisit intentions
Phau, Shanka, and Dhayan (2010)	Impact of information sources on destination image and destination choice	Quantitative FA, multiple regression	Mauritius 388 students in Australia Convenience sampling	Impact of information sources on destination image and destination choice
Phillips and Jang (2007)	Influence of destination image on visit intention.	Quantitative	NYC, USA 387 students	Impact of cognitive and affective images on visit intentions

	Moderating role of motivations	FA, Hierarchical regression analysis		moderating role of motivations between only affective image and visit intentions
Phillips and Jang (2008)	Influence of destination image on tourist attitude towards the destination	Quantitative FA, SEM	New York, USA  749 University staff	Direct effect of affective image, and indirect effect of cognitive image on tourist attitude
<b>Phillips and Jang (2010)</b>	<b>Impact of previous visit on destination image and visit intention</b>	<b>Quantitative t-test</b>	<b>NYC, USA  749 University faculty and staff</b>	<b>More positive image of visitors than non-visitors</b>  <b>Impact of destination image on visit intention</b>  <b>No impact of previous visit on visit intention</b>
Phillips, Wolfe, Hodur, and Leistriz (2013)	Relationships among destination image, value, satisfaction and behavioural intentions	Quantitative Path analysis – AMOS	North Dakota, US  317 tourists	Direct impact of destination image on value and revisit intentions, and its indirect effect on satisfaction and recommendation intentions
Pike (2002)	Review destination image papers published between 1973 - 2000	Conceptual		Classified 142 destination image papers by number of destinations of interest, attributes used, methods used, techniques used and sample population
Pike (2011)	Review of 120 destination image studies published between 2001 – 2007	Conceptual		Organized the studies in categories such as region, destination type and data analysis



Pike and Ryan (2004)	Comparative analysis of market positions through cognitive, affective and conative perceptions	Quantitative  FA, importance-performance analysis	5 holiday destinations in New Zealand's North Island  763 Auckland residents	Effectiveness of comparative positioning analysis  importance of factor analytic importance performance analysis and affective response matrix
<b>Pike, Gentle, Kelly, and Beatson (2018)</b>	<b>Destination brand positioning and destination image over time</b>	<b>Quantitative (longitudinal)</b>	<b>5 destinations in Australia</b>  <b>Brisbane residents</b>  <b>2003 n=521</b>  <b>2007 n=444</b>  <b>2012 n=541</b>  <b>2015 n=158</b>	<b>Identified minimal change in the destinations' market positions and destination images over 12 years</b>
Prats et al. (2016)	Effect of familiarity, information sources, length of stay and satisfaction on destination image	Quantitative  FA, SEM	Sagrada Familia, Barcelona, Spain  603 tourists  Systematic random sampling	Familiarity has no impact on Length of stay  impact of cognitive and affective image on satisfaction
Pratt and Chan (2016)	Relationship between destination image and intention to travel to	Quantitative	Japan	Impact of destination image factors on travel intention

	Japan for the 2020 Tokyo Olympic Games	FA, Mann – Whitney U test, logistic regression	315 Hong Kong Generation Y potential tourists	
Prayag (2008)	Relative impact of destination image attributes on satisfaction and loyalty	Quantitative Multiple regression, SEM	Cape Town, South Africa  585 international tourists	Direct and indirect impact of destination image on loyalty  differing impact of image dimensions on behavioural intentions
Prayag (2009)	Relationships among destination image, satisfaction and behavioural intentions	Quantitative FA, SEM - AMOS	Mauritius  705 tourists	Direct and indirect effect of destination image (through satisfaction) on behavioural intentions
Prayag (2010)	Impact of demographics and travel characteristics on the perceived importance of image factors	Quantitative FA, cluster analysis	Cape Town  585 tourists	Impact of demographics, rather than travel characteristics, on defining tourist segments
Prayag (2011)	Impact of nationality on image perceptions	Quantitative Importance performance analysis	Mauritius  705 tourists  Quota sampling	Impact of nationality on importance-performance perceptions of destination image
Prayag (2012)	Impact of socio-demographics on destination image	Quantitative	Mauritius  705 hotel guests	Tourist segments by nationality, marital status, and travel characteristics as useful segmentation variables, and their impact

	satisfaction and behavioural intentions	<i>k</i> -means clustering, discriminant analysis		on destination image and behavioural intentions  impact of satisfaction with destination image on behavioural intentions
Prayag and Ryan (2011)	Relationship between 'push' and 'pull' factors of destination image and nationality	Qualitative  Thematic analysis, content analysis	Mauritius  103 departing tourists	Relationship between motivations and destination image  impact of nationality on these relationships
Prayag and Ryan (2012)	Relationships among destination image, place attachment, personal involvement, satisfaction and behavioural intentions	Quantitative  FA, SEM	Mauritius  705 tourists	Indirect impact of destination image, personal involvement and place attachment on behavioural intentions through satisfaction
Prebežac and Mikulić (2008)	Image of Hawaii and Croatia	Quantitative  Importance-perception (IPA),  Importance grid analysis (IGA)	206 students  Convenience sampling	Applicability and usefulness of combined measurement approach of open-ended questions, IPA and IGA for measuring destination image
Pujiastuti et al. (2017)	Impact of customer experience on trust and behavioural intention	Quantitative  Generalized structured component analysis	Yogyakarta, Indonesia  155 local tourists	Impact of customer experience on trust and behavioural intentions

			Accidental sampling	
Qu, Kim, and Im (2011)	Relationships among destination image components and behavioural intentions	Quantitative FA, SEM – LISREL	Oklahoma 379 domestic visitors	Overall brand image as a mediator between destination's cognitive, affective and unique images and behavioural intentions
Ramkissoon and Uysal (2011)	Relationships among destination imagery, motivations, perceived authenticity, information search behaviour and behavioural intentions	Quantitative Structural equation modelling, Hierarchical multiple regression	Mauritius 600 tourists	Positive influence of perceived authenticity, information search behaviour, destination imagery on behavioural intentions  moderating effect of perceived authenticity on these relationships
Ramkissoon, Uysal, and Brown (2011a)	Cross-cultural similarities and differences in tourists' behavioural intentions	Quantitative FA, Multinomial logistic regression, ANOVA	Mauritius 541 tourists	Impact of culture on behavioural intentions, perceived authenticity, information search behaviour and destination image.
Ramkissoon, Uysal, and Brown (2011b)	Impact of destination image on behavioural intentions	Quantitative FA, SEM – LISREL	Mauritius 300 tourists	Impact of destination image on behavioural intentions towards cultural attractions
Rey-Moreno, Medina-Molina, and Rufín-Moreno (2014)	Visitors' future behaviour model by applying to two different destinations: urban, sun and sea	Quantitative Structural Equation Modelling with PLS 3.0	Seville, Spain (n=424), York, UK (n=195), Cartagena de	Existence of different patterns between urban and seaside destinations  relationships among destination image, satisfaction and loyalty

			Indias, Colombia (n=200)	
Reza Jalilvand, Samiei, Dini, and Yaghoubi Manzari (2012)	Relationships among e- WOM, destination image, tourist attitude, travel intentions and socio- demographics	Quantitative  ANOVA, SEM – AMOS	Isfahan, Iran  264 tourists  Convenience sampling	Impact of:  e-WOM on destination image, tourist attitude, and travel intentions  destination image on tourist attitude, and the two on travel intentions  sociodemographics on e-WOM, destination image, tourist attitude and travel intentions
Rice and Khanin (2019)	Relationships among attribute satisfaction, push and pull motives and revisit intentions. Moderating effect of age and gender	Quantitative  FA, SEM – PLS	USA destinations  986 tourists	Impact of attribute satisfaction and push motives on revisit intentions  Moderating effect of age on pull motives
Rodrigues et al. (2012)	Evolutionary analysis of scientific progress in destination image through the life-cycle model	Conceptual		three stages of destination image research process  destination image concepts through a life-cycle model  theoretical and methodological progress needed for future research

Rodrigues, Correia, and Kozak (2011)	Destination image construct	Conceptual	Alqueva Lake, Portugal	Multidisciplinary approach towards a destination image model
Rodríguez Molina, Frías-Jamilena, and Castañeda-García (2013)	Moderating effect of prior experience in the relationships among destination image, satisfaction and recommend intentions	Quantitative FA, Multi-group analysis	Andalusia, Spain 512 tourists Convenience sampling	Moderating effect of experience on cognitive image formation, and between satisfaction and overall image
Ruzzier (2010)	More comprehensive measurement of destination image through destination awareness, quality and loyalty dimensions	Quantitative Second-order FA, correlation analysis	Slovenia, Austria 402 German, 404 Croatian tourists	Destination image as the main determinant of destination choice and destination evaluation
Ryan and Ninov (2011)	Impact of specific place image (within a destination) on wider destination image	Quantitative Thematic analysis, PCA	Dubai Creek, Dubai 102 visitors	Simultaneous existence of multiple place images in the tourists' minds  no impact of a specific place image on a wider destination image
Sahin and Baloglu (2011)	Impact of nationality on destination image and brand personality	Quantitative FA, ANOVA	Istanbul, Turkey 272 first-time tourists from USA, UK, Europe, and East Asia	Impact of nationality on cognitive and overall image, brand personality, and behavioural intentions

Sampaio (2012)	Indirect impact of destination image on satisfaction, mediated by tourist involvement in the case of wine tourism	Quantitative FA, SEM – AMOS	Madeira Island 303 tourists	Direct impact of tourist wine involvement  indirect impact of destination image on tourist satisfaction
San Martín and Rodríguez del Bosque (2008)	Relationship between destination image and psychological factors	Quantitative FA, ANOVA, cluster analysis	Spain 807 tourists  Convenience and quota sampling	Image as a multidimensional concept consisting of cognitive and affective evaluations  impact of culture and motivations on pre-visit destination image
Sánchez-Rivero and Pulido-Fernández (2012)	Difference in destination image perceptions between cultural and other tourists	Quantitative Simultaneous latent class analysis	Andalusia 1822 tourists	Difference in valuation of destination image attributes between cultural and non-cultural tourists
Sancho Esper and Álvarez Rateike (2010)	Destination image formation	Quantitative FA, covariance analysis, SEM	Mexico 202 residents in Spain	Impact of:  motivations on cognitive and global image  affective image on global image  age and education on cognitive image  indirect effect of cognitive image on global image through affective image

Santana and Sevilha Gosling (2018)	Relationships between destination image, its antecedents and behavioural intentions	Quantitative SEM - PLS	Bahia, Brazil 396 tourists	Direct impact of cognitive and affective components on overall image, and indirect impact of unique components  cognitive image had the strongest influence on other image components  Impact of:  overall image on behavioural intentions  impact of familiarity, socio-demographics and motivations on cognitive image
Santos Silva, Albayrak, Caber, and Moutinho (2016a)	Application of artificial neural networks (ANNs) in assessing antecedents of behavioural intentions	Quantitative FA, regression analysis, ANN analysis	Antalya, Turkey 332 tourists	Value for money as the first important determinant of behavioural intentions, followed by basic functional attributes and tourist behaviour multidimensionality
Sanz-Blas, Buzova, and Carvajal-Trujillo (2017)	Moderating role of information sources in destination image formation and in the relationships among destination image, satisfaction and behavioural intentions	Quantitative Multigroup analysis – PLS	Valencia, Spain 492 cruise passengers	Moderating effect of information sources in the destination image formation, in the relationships between destination image and satisfaction, and between satisfaction and behavioural intentions
Sanz-Blas et al. (2019)	Relationships among destination image,	Quantitative	Valencia, Spain	Impact of:



	<p>satisfaction and behavioural intentions.</p> <p>Moderating effects of visit characteristics and familiarity</p>	PLS path modelling	492 cruise tourists	<p>destination image on satisfaction</p> <p>destination image and satisfaction on behavioural intentions</p> <p>moderating effects of familiarity and visit arrangements (i.e., excursion and independent visits) in these relationships</p>
Sarli and Baharun (2013)	Relationships among destination image, personality, lifestyle, satisfaction and behavioural intentions	Quantitative FA, SEM – AMOS	<p>Kuala Lumpur, Malaysia</p> <p>212 tourists</p>	<p>Impact of:</p> <p>destination image on lifestyle</p> <p>lifestyle and destination image on satisfaction</p> <p>satisfaction on loyalty</p>
<b>Schofield, Phillips, and Eliopoulos (2005)</b>	<b>Warrington’s image of visitors and non-visitors, and moderating effect of socio-demographic and behavioural variables</b>	<b>Mixed method FA, ANOVA, MANOVA, regression analysis</b>	<p><b>Warrington, England</b></p> <p><b>211 visitors, 179 non-visitors</b></p>	<p><b>Visitors had more positive images than non-visitors</b></p> <p><b>visit frequency, familiarity positively influenced destination image</b></p>
Shanka and Phau (2008)	Impact of socio-demographics on the destination choice and consumption values	Quantitative FA, t-tests, ANOVA	<p>Mauritius</p> <p>388 students with no travel experience to the destination</p>	Influence of socio-demographics on destination choice and consumption values

			Convenient sampling	
Shankar (2018)	Insights into concepts of destination image and destination personality	Conceptual		Tables on items and scales used to measure destination image, motivational factors which influence destination image and destination personality scales used in the studies
Shankar (2019)	Impact of socio-demographics on destination image	Quantitative MANOVA	Coimbatore, India 448 tourists	Impact of socio-demographics on destination image
Shin (2009)	Factors that generate tourist expectations	Quantitative second-order FA	Cantabria, Spain 298 tourists	Destination image as the main determinant of tourist expectations  other determinants of destination image: experience, external communication and word-of mouth
Silva, Kastenholtz, and Abrantes (2013)	Relationships among tourism development perceptions, destination image and place attachment	Quantitative FA, SEM – LISREL	European mountain destinations: Peaks of Europe, the Alps, Serra da Estrela  315 tourists	Impact of tourism development perceptions on destination image and place attachment
Singh, Krentler, and Ahuja (2016)	Attributes that attract tourists to India, and	Quantitative	India  500 tourists	Four segments of tourists

	tourist segments based on motivations	FA, cluster analysis, ANOVA		
Sirgy and Su (2000)	A model of destination image, self-congruity and travel behaviour	Conceptual		An integrated model of self-congruity and functional congruity in explaining travel behaviour, and the role of moderators in this process
Siriwardana et al. (2019)	Pre-visit image perceptions towards Sri Lanka, and the role of information sources	Qualitative Thematic analysis	Sri Lanka 25 potential tourists	Overall favourable image of Sri Lanka importance of WOM
Skavronskaya et al. (2017)	Concepts of cognitive psychology for explaining mental processes between tourist behaviour and stimuli	Conceptual	165 studies in cognitive psychology and pleasure travel	Relevance and benefits of the application of cognitive psychology in tourism research
<b>Smith et al. (2015)</b>	<b>Change to tourists' image of a destination</b>	<b>Mixed method Autoregressive pattern analysis, regression analysis</b>	<b>Peru 17 student travellers</b>	<b>Tourists' destination image is dynamic and evolving</b>

Son (2005)	Image of Sydney and Melbourne	Qualitative (sketch map)	Melbourne & Sydney  115 international students	Sketch map as a useful tool to obtain rich information on tourists' destination image
Son and Pearce (2005)	Multi-faceted assessment of destination image, and the role of cultural background	Quantitative  ANOVA	Australia  365 international students	Positive perceptions towards Australia  South American respondents' perceptions were more favourable than Asian respondents
Song, Su, and Liaoning (2013)	Multiple mediation in the relationships among destination image, satisfaction, perceived value and behavioural intentions	Quantitative  FA, SEM – AMOS	China,  371 tourists	Individual and joint mediating effects of satisfaction and perceived value in the relationship between destination image and behavioural intentions
Stepchenkova and Li (2012)	Impact of travel horizons on destination image perceptions	Quantitative  Chi-square analysis, pairwise t-test, ANOVA	US  400 Mainland Chinese outbound travellers in each of four groups: US travellers; outside-Asia travellers; Within-Asia travellers; non-travellers	No significant differences in image perceptions among the four travel horizon-based segments

Stepchenkova and Mills (2010)	Review of destination image research between 2000 – 2007	Conceptual	152 articles on destination image	Trends in destination image literature
<b>Stepchenkova and Morrison (2008)</b>	<b>Visitor and non-visitor images</b>	<b>Quantitative</b> <b>Content analysis, FA</b>	<b>Russia</b> <b>54 American visitors</b> <b>283 non-visitors</b>	<b>Non-travellers' images as more negative compared to travellers' images</b>
Stepchenkova, Kim, and Kirilenko (2015)	Role of culture in the destination's pictures taken by tourists	Qualitative  Content, chi-square, co-occurrence, geospatial analysis	Russia  658 images posted by 295 American tourists,  597 images posted by 139 Korean tourists	Differences in the content and geographical locations of the images taken by American and Korean tourists
Stepchenkova, Kirilenko, and Shichkova (2019)	Determinants of intentions to visit a tourist destination country in conflict with home country	Quantitative  FA, hierarchical linear regression, logistic regression, decision tree analysis	USA and Russia  535 residents in Nizhni Novgorod	General animosity, destination and country images as determinants of visit intentions of a destination country in conflict with home country
<b>Stylidis and Cherifi (2018)</b>	<b>Perceived destination image characteristics by visitors and non-visitors</b>	<b>Qualitative</b> <b>Thematic analysis</b>	<b>London, UK</b>	<b>Difference between visitors' and non-visitors' perceptions of destination image characteristics</b>

			<b>Snowball and convenience sampling</b>  <b>42 Czech and Greek visitors and non-visitors</b>	
Stylidis, Belhassen, and Shani (2017a)	Interrelationships between destination image, perceived quality, satisfaction and behavioural intentions	Quantitative  FA, SEM	Eilat, Israel  240 domestic tourists	Relationships among destination image, quality, satisfaction and behavioural intentions  affective image exerted more impact on overall image compared to cognitive image
Stylidis, Shani, and Belhassen (2017b)	Applicability of destination image and recommend intentions model to residents and tourists	Quantitative  FA, multigroup confirmatory factor analysis, SEM	Eilat, Israel  440 tourists and residents	Compared to cognitive and overall images affective image had the highest impact on intentions to recommend both for residents and tourists
Stylidis, Sit, and Biran (2016)	Destination image from the residents' perspective	Quantitative  FA	Kavala, Greece  481 residents	Destination-specific and community-specific attributes are mutually inclusive in the case of residents' place image
Stylos and Andronikidis (2013)	Structure of cognitive destination image	Quantitative  PCA	Greece  325 tourists	Four cognitive image generating dimensions: must-be conditions, attractive conditions, appealing activities, and natural environment

Stylos et al. (2016)	Relationship between destination image and revisit intentions. Moderating role of personal normative beliefs	Quantitative  PCA, FA, SEM – AMOS	Macedonia, Greece  For study one with 270 departing Russian tourists  For study two: 1244 Russian tourists	Mediating effect of holistic image for affective and conative images on revisit intentions
Su et al. (2017)	Relationships of visitor perceptions with destination loyalty	Quantitative  SEM - AMOS	Wuyi Mountain National Park, China  314 domestic tourists  Convenience sampling	Impact of:  service fairness and service quality on satisfaction and trust towards service providers  destination image on satisfaction, but not on trust  mediating effect of satisfaction in perceptions-loyalty relationship
Suhartanto, Clemes, and Wibisono (2018)	Impact of the cultural attraction experience on satisfaction, destination image and loyalty	Quantitative  SEM – PLS	Indonesia  331 tourists visiting  Purposive sampling	Uniqueness and learning, and the escapism factors as important determinants of overall experience quality  impact of experience quality on satisfaction, destination image and loyalty

Suhartanto, Ruhadi, and Triyuni (2016)	Relationships among loyalty, destination image and satisfaction	Quantitative SEM – PLS	Indonesia  563 domestic and international tourists	Impact of destination image on satisfaction and loyalty
Sun et al. (2013)	Determinants of behavioural intentions	Quantitative FA, SEM – LISREL	China  498 domestic tourists	Destination image, familiarity, perceived value and satisfaction as antecedents of behavioural intentions
Sung Moon, Kim, Jae Ko, Connaughton, and Hak Lee (2011)	Relationship between event quality and destination image	Quantitative FA, SEM - AMOS	Korea  451 participants of Tour de Korea	Impact of event quality on destination image
Tang (2014)	Relationships among destination image, travel motivations and satisfaction	Quantitative FA, SEM – AMOS	Sichuan, China  346 tourists	Impact of destination image on travel motivations and satisfaction
Tapachai and Waryszak (2000)	Impact of beneficial image on decisions to visit	Quantitative Content and frequency analysis	Thailand & USA  400 students who have never visited Thailand and the US  Convenience sampling	Usefulness of the beneficial image model for destination image and holiday choice, by revealing more specific and meaningful characteristics of the destination that potential tourists consider



Tapia, Mercadé Melé, and Almeida-García (2019)	Relationships among destination image, corporate image and motivations	Quantitative FA, multigroup analysis, SEM	Spain  289 students in Korea	Impact of:  corporate image on cognitive image  motivations on cognitive and affective images
<b>Tasci (2006)</b>	<b>Influence of visit on destination image using longitudinal data set</b>	<b>Quantitative t-test, Multiple regression</b>	<b>Michigan, USA  20704 tourists</b>	<b>Visitation improves destination image</b>
Tasci (2009)	Terminology confusion in destination image literature	Conceptual		Different terms used interchangeably in destination image literature  visual representation of relationships between different types of images
Tasci and Gartner (2007)	Relative influence of factors on destination image using a longitudinal dataset	Quantitative  FA, multiple regression	Michigan, USA  3554 tourists	Impact of race and previous visitation on destination image
Tasci and Gartner (2007)	Comprehensive conceptualization of destination image through supply-side and demand-side aspects	Conceptual		A destination image conceptual model that contains relationships of supply-side, demand-side, independent aspects and consumer behaviour through reciprocal relationships
<b>Tasci and Holecek (2007)</b>	<b>Destination image change over time using longitudinal data set</b>	<b>Quantitative</b>	<b>Michigan, USA  20704 tourists</b>	<b>Significant improvement in image dimensions over time</b>

Tasci and Kozak (2006)	Experts' views of destination branding concept	Quantitative	19 academics in the member lists of the International Association of Scientific Experts in guideism, the Travel and Tourism Research Association, the TRINET	Existence of confusion between “brand” and “image”  a model of branding
Tasci et al. (2007)	Evolution of destination image studies	Conceptual		relationships studied, definitions proposed and methodologies applied in destination image studies
<b>Tasci, Hahm, and Terry (2019)</b>	<b>Influence of mega-event on destination image over time</b>	<b>Quantitative (longitudinal)</b>  <b>ANOVA, ANCOVA</b>	<b>Brazil</b>  <b>Mix of visitors and followers of the Olympics: n=101, n=96, n=98, n=94</b>  <b>Random sampling</b>	<b>No systematic impact of the Olympics on either country or destination images</b>
Tavitiyaman and Qu (2013)	Relationships among destination image, satisfaction and behavioural intentions.  Moderating effect of perceived risk	Quantitative  FA, SEM	Thailand  301 arriving tourists  Systematic random sampling	Impact of:  destination image on satisfaction  satisfaction on behavioural intentions

				moderating effect of perceived risk in these relationships
Tegegne, Moyle, and Becken (2018)	Application of a qualitative system dynamics model to evaluate destination image	Qualitative System analysis	Ethiopia  34 Japanese tourists, 7 Japanese tour operators, 5 destination marketing organizations  Snowball sampling	Through qualitative system dynamics model illustrated complex and nonlinear nature of destination image
Teodorescu et al. (2014)	Conceptualizing destination image through a systematic approach	Quantitative Scalar analysis	Transalpina, Romania  161 tourists	A model of destination image through five functional blocks: buying decision process, image formation, image intensity, image specificity and image dynamics
Teviana, Ginting, Lubis, and Gultom (2017)	Relationships among marketing mix, destination image, tourist satisfaction and loyalty	Quantitative FA, SEM	Indonesia  286 tourists  Purposive sampling	Impact of:  marketing mix on satisfaction and loyalty  destination image on satisfaction  satisfaction on loyalty
Tkaczynski, Rundle-Thiele, and Cretchley (2015)	A vacationer-driven approach to destination image	Quantitative	Fraser Coast, Australia	<b>By enabling the tourists to indicate destination attributes confirmed</b>

		<b>Content analysis - Leximancer</b>	<b>517 tourists</b>	<b>cognitive and affective components of destination image</b>  <b>destination image is modified during experience</b>  <b>cognitive elements dominate prior experience, while affective elements are more linked to post experience</b>
Toudert and Bringas-Rábago (2016)	Relationships among destination image, satisfaction, visit experience and behavioural intentions	Quantitative  PLS path modelling	Port of Ensenada, Baja California  77 cruise ship passengers	Impact of:  destination image on visit experience  visit experience on satisfaction and behavioural intentions
Van Dyk, Tkaczynski, and Slabbert (2019)	Impact of destination image factors on behavioural intentions	Quantitative  FA, linear regression	South Africa  337 repeat tourists	Professionalism and experiential destination image factors as significant determinants of behavioural intentions
<b>Vitouladiti (2013)</b>	<b>Comparison between secondary and primary destination images</b>	<b>Quantitative (longitudinal repeated measures)</b>  <b>Paired samples t-test</b>	<b>Corfu, Greece</b>  <b>376 first-time British tourists</b>	<b>Experience significantly and positively modifies secondary image elements</b>

Vogt and Andereck (2003)	<p>Change in cognitive and affective images with the influence of experience.</p> <p>Prior experience and length of stay as moderators</p>	<p>Mixed</p> <p>A 16-page diary to complete during visit and pre-paid envelope</p> <p>ANOVA analysis</p>	748 Motorists traveling through Arizona	<p>Moderators had no impact in determining the level of image change.</p> <p>cognitive image strengthens, but affective image did not result in significant change</p>
Wang and Davidson (2010)	Pre- and post-trip destination image perceptions	<p>Quantitative</p> <p>Paired samples t-test</p>	<p>Australia</p> <p>380 Chinese tourists</p>	Significant improvement in destination image perceptions after experience
Wang and Hsu (2010)	Relationships among destination image, satisfaction and behavioural intentions	<p>Quantitative</p> <p>FA, SEM – AMOS</p>	<p>Zhang-Jia-Jie, China</p> <p>550 Chinese tourists</p>	<p>Impact of cognitive and affective images on overall image</p> <p>indirect impact of overall image on behavioural intentions through satisfaction</p>
Wang, Qu, and Hsu (2016b)	Tourist expectation formation, and moderating role of gender	<p>Quantitative</p> <p>FA, SEM – AMOS</p>	<p>Macao, China</p> <p>774 domestic tourists</p>	<p>Impact of travel motivation, advertising and WOM on cognitive image</p> <p>cognitive and affective image interaction to form travel expectations</p> <p>moderating impact of gender in these relationships</p>

Wang, Wu, and Yuan (2010)	Impact of visit purpose, experience, destination image and marketing communication tools on visit and revisit intentions	Quantitative FA, multiple regression analysis	Lukang, Taiwan  197 visitors of cultural festival	Visit purpose, overall travel perception, destination condition, direct sale and promotion on revisit intentions
Wang, Zhang, Gu, and Zhen (2009)	Antecedents and consequences of tourist satisfaction	Quantitative FA, SEM - LISREL	Guilin, China  608 departing tourists	Expectations, destination image, perceived quality and perceived value as antecedents of satisfaction  impact of satisfaction on tourist complaints and loyalty
Whang, Yong, and Ko (2016)	Interrelationships between pop culture involvement, destination image and visit intention	Quantitative FA, SEM – AMOS	Korea  255 Chinese and Russian tourists	Relationships between situational and enduring pop culture involvement, destination image and visit intentions  situational and enduring involvement, and nationality as moderators on the structural relationships
White (2005)	Difference between terms ‘image’ and ‘perception’	Qualitative	Sri Lanka  45 interviewees	Questions on image and perceptions of a destination resulted in mostly identical responses
White Christopher (2004)	The concept of image	Conceptual		Discussion of the ‘image’ construct in comparison to ‘attitudes’ and ‘perceptions’
Wong, Lee, and Lee (2016)	Influence of destination marketing narratives on	Quantitative FA, t-test	Sio House, Taiwan  405 general public	Impact of narrative content on destination images and visit intentions

	destination image and visit intentions			
Wong et al. (2019)	Mediating effects of destination image between event value and destination loyalty. Moderating effect of satisfaction	Quantitative  FA, SEM — LISREL	Macau, China  810 inbound tourists	Impact of event value on behavioural intentions through destination image  moderating effect of satisfaction between event value-destination image, and destination image-behavioural intentions
Wongsawat and Deebhijarn (2019)	Relationships among destination image, brand equity, 8Ps tourism marketing, destination satisfaction and destination loyalty	Quantitative  SEM – LISREL	Thailand  680 tourists	Impact of:  destination image and brand equity on satisfaction  8Ps of tourism marketing on loyalty
Wu (2016)	Destination image, travel experience and satisfaction as antecedents of behavioural intentions	Quantitative  FA, SEM – AMOS	Taiwan  475 international tourists	Destination image, travel experience and satisfaction as key determinants of behavioural intentions  impact of destination image and travel experience on satisfaction
Xu and Ye (2018)	Core-periphery structure of destination image in examining its formation and change	Qualitative	Lijiang, China  31 tourists, 14 staff and entrepreneurs	Multi-faceted and dynamic nature of destination image by identifying changes in core and periphery images of the destination as the effect of information sources

			Snowball sampling and convenience sampling	
Xu et al. (2018)	Destination image of Taiwan perceived by Hong Kong residents	Quantitative FA, SEM – LISREL	213 Hong Kong residents	Affective image as a stronger predictor of travel intention than cognitive image, and its mediating effect between cognitive image and behavioural intention
Yacout and Hefny (2015)	Role of demographics and culture in destination image formation and tourists' information selection	Quantitative Logistic regression, MANOVA	Egypt  201 tourists	Impact of:  culture on selection of information sources  previous experience on cognitive image  the Internet on affective image
Yamaguchi, Akiyoshi, Yamaguchi, and Nogawa (2015)	Relationships between service quality, experience, destination image and behavioural intentions	Quantitative FA, SEM - AMOS	Okinawa, Japan  261 spectators	Impact of:  service quality and past experience on destination image and behavioural intentions  destination image on behavioural intentions
Yang (2016)	Impact of tourist-to-tourist interactions on destination image.	Quantitative FA, SEM	Macau, China  650 tourists	Impact of:  T2T interaction incidents on interaction quality



	Moderating effect of interaction intensity		Convenience sampling	T2T interaction quality on destination image  T2T interaction intensity as a moderator between interaction quality and destination image
Yang, He, and Gu (2012)	Implicit measurement of destination image	Quantitative t-test	Japan, Hong Kong  120 Chinese tourists	No explicit, but implicit difference between Japan and Hong Kong's destination image perceptions
Yang, Yuan, and Hu (2009)	Impact of familiarity on tourist decision-making, and impact of destination image on visit intentions	Quantitative FA, SEM	Shanghai, China  388 Chongqing residents	Impact of familiarity on destination image, and of the two on visit intentions
Yap et al. (2018)	Relationships among destination image, perceived value, tourist satisfaction, loyalty and complaining behaviour	Quantitative  PLS path modelling	Malaysia  317 tourists	Impact of:  destination image and perceived value on satisfaction  satisfaction on tourist loyalty
Yeung, Kim, and Schuckert (2016)	Differences in preferences, behaviour and perceptions of Hong Kong	Quantitative t-test, Duncan's Multiple Range test	Hong Kong  345 Japanese tourists  Convenience sampling	Differences between leisure and non-leisure tourists, gender, first-time and repeat visitors

Yilmaz et al. (2009)	Destination image differences between pre and post trip, and impact of visit frequency on return intentions	Quantitative FA, t-test	Antalya, Turkey  601 arriving tourists,  636 departing tourists	Departing tourists had more positive image perceptions  no impact of visit frequency on return intentions
Yue-qian and Gong-min (2008)	Impact of national culture on multidimensionality of destination image	Quantitative FA, regression analysis	173 Japanese,  140 Korean tourists	Different destination image multidimensionality perceptions between different nationalities
Zeugner-Roth and Žabkar (2015)	Impact of cognitions, affect, and personality of a country on product and service purchase, travel and business investment intentions	Quantitative SEM – LISREL	Austria, Italy and Germany  411 Australian residents	Revealed affect, personality, and cognitions of a country important in impacting purchase, travel and investment intentions
Zhang et al. (2014)	Relationship between destination image and tourist loyalty through a meta-analysis	Meta-analysis	ScienceDirect, EBSCO, SAGE, and Taylor & Francis  66 studies	Identified destination image's significant impact on tourist loyalty, with the greatest impact of overall image, while the impact of cognitive and affective images was not consistent
Zhang, Wu, and Buhalis (2018a)	Relationships among destination image, country image, memorable tourism	Quantitative FA, SEM – PLS	Huangshan, China  261 tourists from Korea	Memorable tourism experiences as a mediator in the impact of destination and country images on revisit intentions

	experience and revisit intentions			
Zhang, Wu, Morrison, Tseng, and Chen (2018b)	Relationships among country image, destination image and destination evaluation. Moderating effect of familiarity	Quantitative t-test, PROCESS analysis, simple slope analysis	Beijing, China 378 tourists	Impact of country image on destination image  Direct and moderating effect of familiarity on destination image  mediating effect of destination image in the impact of country image on destination evaluations.
Zhang, Xu, Leung, and Cai (2016)	Relationships among country image, destination image and visit intention	Quantitative SEM	UK and the USA 556 students  Systematic sampling	A destination-country image concept which combines common attributes of the two

Note: FA – Factor Analysis; PCS – Principal component analysis; SEM – Structural Equation Modelling; PLS – Partial Least Squares; WOM – word-of-mouth intentions

In Table 3, three main categories of the studies were identified. The categories were established based on the relationships of constructs that they examined. First are either conceptual studies that have proposed or empirical studies that have proposed and tested direct effects of destination image and related concepts. Second, are those that have hypothesized mediating impacts. Third, are the studies that focused on the dynamic nature of the destination image.

While some conceptual studies proposed conceptual models of destination image or tourists' behavioural intentions, some empirical studies focused on a single hypothesis with no conceptual model. Therefore, the next step was to pinpoint the studies that contain conceptual models to guide the formation of the conceptual model of the current study. After that, these studies were scrutinized for the variables they have examined and the relationships they have tested among these variables. These relationships were divided into frequently, and infrequently tested direct effects. Table 4 frequently contains direct effects that have been examined at least in four studies. Less frequent direct effects included variables not relevant to the study's focus, such as brand equity, personality, novelty, and hedonics, thus, were excluded from further review.

The studies either have measured the impact of merely destination image on outcome variables or cognitive, affective, and overall image on these variables. Although some studies depicted 'destination image' in their conceptual model, their measurement items indicate either to cognitive (Eid et al., 2019; Sanz-Blas et al., 2017; Toudert & Bringas-Rábago, 2016), cognitive and affective (Bhat Suhail & Darzi Mushtaq, 2018; Lu & Cai, 2011) or overall image (Rey-Moreno et al., 2014; Suhartanto et al., 2016). In Table 4 they were grouped as it appears in the studies. For example, if the relationship in a study appears as an impact of destination image on behavioural intentions, they are placed in the 'destination image on behavioural intentions' column. Likewise, if a study tested the impact of cognitive image on behavioural intentions, it is in the column of 'cognitive image on behavioural intentions'. However, studies that have examined the relationship between motivations and destination image were merged into a single column, whether the destination image on focus is simply destination image or a component of destination image (i.e., cognitive, affective, overall), because these studies are relatively smaller in number.

Table 4 Frequently studied variables and their direct relationships

Direct impact of	Authors	
Affective image on behavioural intentions	<p>Agapito et al. (2013)</p> <p>Almeida-Santana and Moreno-Gil (2018)</p> <p>Baloglu (2000)</p> <p>Chiu et al. (2016)</p> <p>Çoban (2012)</p> <p>De Nisco et al. (2015)</p> <p>Elliot et al. (2013)</p> <p>Hernández-Lobato et al. (2006)</p> <p>Kaplanidou (2006)</p> <p>Khan et al. (2017)</p> <p>Kim and Malek (2017)</p> <p>Kock et al. (2016)</p>	<p>Lee et al. (2005)</p> <p>Li et al. (2010)</p> <p>Papadimitriou et al. (2018)</p> <p>Stylidis et al. (2017b)</p> <p>Whang et al. (2016)</p> <p>Wong et al. (2019)</p> <p>Xu and Ye (2018)</p> <p>Yamaguchi et al. (2015)</p> <p>Yang et al. (2009)</p> <p>Zeugner-Roth and Žabkar (2015)</p> <p>Zhang et al. (2014)</p>
Affective image on overall image	<p>Bairrada et al. (2019)</p> <p>Baloglu and McCleary (1999)</p> <p>Baloglu et al. (2014)</p> <p>Beerli and Martín (2004)</p> <p>Beerli-Palacio and Martín-Santana Josefa (2017)</p> <p>Beerli-Palacio and Martín-Santana (2019)</p>	<p>Papadimitriou et al. (2015)</p> <p>Qu et al. (2011)</p> <p>Sancho Esper and Álvarez Rateike (2010)</p> <p>Santana and Sevilha Gosling (2018)</p> <p>Stylidis et al. (2017a)</p> <p>Stylidis et al. (2017b)</p>

	de la Hoz-Correa and Muñoz-Leiva (2019) Hung et al. (2012) Kesić and Pavlic (2011) Lin et al. (2007) Papadimitriou et al. (2018)	Stylos et al. (2016) Wang and Hsu (2010) Whang et al. (2016)
Affective image on satisfaction	Chiu et al. (2016) Çoban (2012) Hernández-Lobato et al. (2006)	Lee et al. (2005) Prats et al. (2016)
Attitude (toward destination) on behavioural intentions	Al-Kwafi Osama (2015) Huang and van der Veen (2019)	Jalilvand (2017) Reza Jalilvand et al. (2012)
Cognitive image on affective image	Agapito et al. (2013) Baloglu (2000) Baloglu and McCleary (1999) Beerli and Martín (2004) Beerli-Palacio and Martín-Santana Josefa (2017) Beerli-Palacio and Martín-Santana (2019) Boo and Busser (2006) Chiu et al. (2016) de la Hoz-Correa and Muñoz-Leiva (2019)	Lindblom et al. (2018) Martín-Santana et al. (2017) Papadimitriou et al. (2018) Phillips and Jang (2008) Prats et al. (2016) Sancho Esper and Álvarez Rateike (2010) Santana and Sevilha Gosling (2018) Stylidis et al. (2017a) Stylidis et al. (2017b)

	<p>Elliot et al. (2013)</p> <p>Hung et al. (2012)</p> <p>Kesić and Pavlic (2011)</p> <p>Kock et al. (2016)</p> <p>Lee et al. (2005)</p> <p>Li et al. (2010)</p> <p>Lin et al. (2007)</p>	<p>Tapia et al. (2019)</p> <p>Wang and Hsu (2010)</p> <p>Wang et al. (2016b)</p> <p>Whang et al. (2016)</p> <p>Yang (2016)</p> <p>Yang et al. (2009)</p> <p>Yeung et al. (2016)</p>
<p>Cognitive image on behavioural intentions</p>	<p>Agapito et al. (2013)</p> <p>Bigné Alcañiz et al. (2009)</p> <p>Almeida-Santana and Moreno-Gil (2018)</p> <p>Baloglu (2000)</p> <p>Chiu et al. (2016)</p> <p>Chung and Chen (2018)</p> <p>Çoban (2012)</p> <p>de la Hoz-Correa and Muñoz-Leiva (2019)</p> <p>Elliot et al. (2013)</p> <p>Hernández-Lobato et al. (2006)</p> <p>Khan et al. (2017)</p>	<p>Kim and Malek (2017)</p> <p>Li et al. (2010)</p> <p>Papadimitriou et al. (2018)</p> <p>Stylidis et al. (2017b)</p> <p>Stylos et al. (2016)</p> <p>Whang et al. (2016)</p> <p>Wong et al. (2019)</p> <p>Xu and Ye (2018)</p> <p>Yamaguchi et al. (2015)</p> <p>Yang et al. (2009)</p> <p>Zhang et al. (2014)</p>
<p>Cognitive image on overall image</p>	<p>Bigné Alcañiz et al. (2009)</p> <p>Assaker (2014)</p> <p>Bairrada et al. (2019)</p>	<p>Martín-Santana et al. (2017)</p> <p>Papadimitriou et al. (2018)</p> <p>Prayag (2008)</p>

	<p>Baloglu and McCleary (1999)</p> <p>Baloglu et al. (2014)</p> <p>Beerli and Martín (2004)</p> <p>Beerli-Palacio and Martín-Santana (2019)</p> <p>de la Hoz-Correa and Muñoz-Leiva (2019)</p> <p>Hung et al. (2012)</p> <p>Kesić and Pavlic (2011)</p> <p>Kock et al. (2016)</p> <p>Lin et al. (2007)</p> <p>Maghsoodi Tilaki et al. (2016)</p>	<p>Prayag (2009)</p> <p>Qu et al. (2011)</p> <p>Sancho Esper and Álvarez Rateike (2010)</p> <p>Santana and Sevilha Gosling (2018)</p> <p>Stylidis et al. (2017b)</p> <p>Stylidis et al. (2017a)</p> <p>Stylidis et al. (2016)</p> <p>Stylos et al. (2016)</p> <p>Wang and Hsu (2010)</p> <p>Whang et al. (2016)</p>
Cognitive image on satisfaction	<p>Chiu et al. (2016)</p> <p>Çoban (2012)</p>	<p>Hernández-Lobato et al. (2006)</p> <p>Prats et al. (2016)</p>
Country image on destination image	<p>Chaulagain et al. (2019)</p> <p>Chung and Chen (2018)</p> <p>Hahm et al. (2019)</p> <p>Lindblom et al. (2018)</p> <p>Palau-Saumell et al. (2016)</p>	<p>Yeung et al. (2016)</p> <p>Zhang et al. (2018a)</p> <p>Zhang et al. (2018b)</p> <p>Zhang et al. (2016)</p>
Destination image on attitude	<p>Al-Kwafi Osama (2015)</p> <p>Hasan Md et al. (2019b)</p> <p>Huang and van der Veen (2019)</p>	<p>Jalilvand (2017)</p> <p>Reza Jalilvand et al. (2012)</p> <p>Phillips and Jang (2008)</p>



Destination image on behavioural intentions	Akroush Mamoun et al. (2016) Alcañiz et al. (2005) Allameh Sayyed et al. (2015) Assaker and Hallak (2013) Assaker et al. (2015) Assaker et al. (2011) Bhat Suhail and Darzi Mushtaq (2018) Bui and Le (2016) Castro et al. (2007) Chang et al. (2015) Chaulagain et al. (2019) Chen and Tsai (2007) Chen et al. (2013b) Chen et al. (2013b) Choi and Cai (2016) Chung and Chen (2018) De Nisco et al. (2015) Eid et al. (2019) Fayed et al. (2016) Gannon et al. (2017) Gibson et al. (2008)	Li and Yang (2015) Mohamad et al. (2013) Mohamad et al. (2014) Sung Moon et al. (2011) Moon et al. (2013) Morais and Lin (2010) Nadeau et al. (2008) Ozturk and Qu (2008) Palau-Saumell et al. (2016) Park and Nicolau (2019) Lindblom et al. (2018) Liu et al. (2016) Liu et al. (2017) Liu et al. (2012) Lu and Cai (2011) Phillips et al. (2013) Pratt and Chan (2016) Prayag (2008) Prayag (2009) Pujiastuti et al. (2017) Ramkissoon and Uysal (2011)
---	--	--

	<p>Bigné, Sanchez, and Andreu (2009)</p> <p>Hallmann et al. (2015)</p> <p>Hasan Md et al. (2019a)</p> <p>Hasan Md et al. (2019b)</p> <p>Mohd Isa and Ramli (2014)</p> <p>Jalilvand (2017)</p> <p>Reza Jalilvand et al. (2012)</p> <p>Jin et al. (2013)</p> <p>Kaplanidou and Vogt (2007)</p> <p>Kaplanidou et al. (2012)</p> <p>Kim (2018)</p> <p>Kim et al. (2018)</p> <p>Kim et al. (2016)</p> <p>Lban et al. (2015)</p>	<p>Ramkissooon et al. (2011a)</p> <p>Ruzzier (2010)</p> <p>Sanz-Blas et al. (2017)</p> <p>Sanz-Blas et al. (2019)</p> <p>Sarli and Baharun (2013)</p> <p>Song et al. (2013)</p> <p>Suhartanto et al. (2016)</p> <p>Toudert and Bringas-Rábago (2016)</p> <p>Byon, Tsiotsou, and Zhang (2010)</p> <p>Wongsawat and Deebhijarn (2019)</p> <p>Wu (2016)</p> <p>Yue-qian and Gong-min (2008)</p> <p>Zhang et al. (2016)</p>
Destination image on perceived value	<p>Alamgir and Nedelea (2016)</p> <p>Allameh Sayyed et al. (2015)</p> <p>Chen and Tsai (2007)</p> <p>Cheng and Lu (2013)</p> <p>Heydari Fard et al. (2019)</p> <p>Jin et al. (2013)</p> <p>Kim et al. (2013)</p>	<p>Lban et al. (2015)</p> <p>Ozturk and Qu (2008)</p> <p>Palau-Saumell et al. (2016)</p> <p>Phillips et al. (2013)</p> <p>Sun et al. (2013)</p> <p>Wang et al. (2009)</p> <p>Yap et al. (2018)</p>

Destination image on satisfaction	Alcañiz et al. (2005) Allameh Sayyed et al. (2015) Assaker and Hallak (2013) Assaker et al. (2011) Assaker et al. (2015) Bhat Suhail and Darzi Mushtaq (2018) Bui and Le (2016) Castro et al. (2007) Chen and Phou (2013) Chen and Tsai (2007) Chi (2011) Chi (2012) Chi and Qu (2008) Eid et al. (2019) Fayed et al. (2016) Enrique Bigné, Gnoth, Sánchez, and Andreu (2009) Hasan Md et al. (2019a) Kaplanidou and Vogt (2007) Khan et al. (2013) Kim (2018) Kim et al. (2013)	Liu et al. (2017) Lu and Cai (2011) Mashwama, Chiliya, and Chuchu (2019) Mohamad et al. (2014) Palau-Saumell et al. (2016) Park and Nicolau (2019) Park and Njite (2010) Permana (2018) Prayag (2008) Prayag (2009) Prayag and Ryan (2012) Rey-Moreno et al. (2014) Sampaio (2012) Sanz-Blas et al. (2017) Sanz-Blas et al. (2019) Sarli and Baharun (2013) Song et al. (2013) Su et al. (2017) Suhartanto et al. (2016) Sun et al. (2013) Tavitiyaman and Qu (2013)
---	--	--

	<p>Kim et al. (2015)</p> <p>Kim et al. (2019b)</p> <p>Lee (2009a)</p> <p>Lee (2009b)</p> <p>Lee et al. (2019a)</p> <p>Li and Yang (2015)</p> <p>Liu et al. (2016)</p>	<p>Toudert and Bringas-Rábago (2016)</p> <p>Wang et al. (2009)</p> <p>Wongsawat and Deebhijarn (2019)</p> <p>Wu (2016)</p> <p>Yap et al. (2018)</p> <p>Yue-qian and Gong-min (2008)</p>
Destination image on perceived quality	<p>Alcañiz et al. (2005)</p> <p>Allameh Sayyed et al. (2015)</p> <p>Castro et al. (2007)</p> <p>Chen and Tsai (2007)</p> <p>Kim et al. (2013)</p> <p>Lee et al. (2005)</p>	<p>Lee et al. (2019a)</p> <p>Rey-Moreno et al. (2014)</p> <p>Ruzzier (2010)</p> <p>Stylidis et al. (2017a)</p> <p>Wang et al. (2009)</p>
Experience on behavioural intentions	<p>Almeida-Santana and Moreno-Gil (2018)</p> <p>Zhang et al. (2018a)</p> <p>Musa et al. (2011)</p>	<p>Pujiastuti et al. (2017)</p> <p>Suhartanto et al. (2018)</p> <p>Yamaguchi et al. (2015)</p>
Experience on destination image	<p>Bairrada et al. (2019)</p> <p>Beerli and Martín (2004)</p> <p>Beerli and Martín (2004)</p> <p>Gibson et al. (2008)</p>	<p>Suhartanto et al. (2018)</p> <p>Tasci (2006)</p> <p>Yamaguchi et al. (2015)</p>
Familiarity	<p>Baloglu (2000)</p>	<p>Jeong and Holland (2012)</p>

on destination image (following variables are also included as familiarity: advertising, Information sources, mass media, eWoM, WoM)	Baloglu and McCleary (1999) Beerli and Martín (2004) Boo and Busser (2006) de la Hoz-Correa and Muñoz-Leiva (2019) Hung et al. (2012) Mohd Isa and Ramli (2014) Ishida et al. (2016) Jalilvand (2017) Reza Jalilvand et al. (2012)	Kesić and Pavlic (2011) Prats et al. (2016) Ruzzier (2010) Santana and Sevilha Gosling (2018) Sun et al. (2013) Wang et al. (2016b) Yang et al. (2009) Yeung et al. (2016)
Familiarity on behavioural intentions	Almeida-Santana and Moreno-Gil (2018) Chang et al. (2015) de la Hoz-Correa and Muñoz-Leiva (2019)	Jalilvand (2017) Ramkissoon and Uysal (2011) Yang et al. (2009)
Motivations on behavioural intentions	Almeida-Santana and Moreno-Gil (2018) Chang et al. (2015) do Valle, Correia, and Rebelo (2008) Fayed et al. (2016)	Mohd Isa and Ramli (2014) Li et al. (2010) Ramkissoon and Uysal (2011) Rice and Khanin (2019)
Motivations on destination image	Baloglu (2000) Baloglu and McCleary (1999) Beerli and Martín (2004) Beerli-Palacio and Martín-Santana Josefa (2017) Hung et al. (2012)	Khan et al. (2017) Li et al. (2010) Sancho Esper and Álvarez Rateike (2010) Santana and Sevilha Gosling (2018) Wang et al. (2016b)

	Kesić and Pavlic (2011)	
Motivations on satisfaction	Fayed et al. (2016) Khan et al. (2013) Kim et al. (2015)	Lee (2009a) Tang (2014)
Overall image on behavioural intentions	Almeida-Santana and Moreno-Gil (2018) Baloglu et al. (2014) de la Hoz-Correa and Muñoz-Leiva (2019) Kock et al. (2016) Lin et al. (2007) Maghsoodi Tilaki et al. (2016) Papadimitriou et al. (2015) Prayag (2008)	Prayag (2009) Qu et al. (2011) Rodríguez Molina et al. (2013) Santana and Sevilha Gosling (2018) Stylidis et al. (2017a) Stylidis et al. (2017b) Wang and Hsu (2010) Zhang et al. (2014)
Overall image on satisfaction	Bairrada et al. (2019) Maghsoodi Tilaki et al. (2016) Martín-Santana et al. (2017) Prayag (2008)	Prayag (2009) Stylidis et al. (2017a) Wang and Hsu (2010)
Perceived quality on behavioural intentions	Alcañiz et al. (2005) Allameh Sayyed et al. (2015) Castro et al. (2007) Chen and Tsai (2007) Jin et al. (2013)	Lee et al. (2005) Lee et al. (2019a) Moon et al. (2013) Rey-Moreno et al. (2014) Ruzzier (2010)

(Studies on service quality and trip quality are also included)	Kim et al. (2013)	Stylidis et al. (2017a)
Perceived quality on perceived value	Abdalla et al. (2014) Alamgir and Nedelea (2016) Allameh Sayyed et al. (2015) Chen and Tsai (2007) Jin et al. (2013)	Kim et al. (2018) Moon and Han (2019) Moon et al. (2013) Rey-Moreno et al. (2014) Wang et al. (2009)
Perceived quality on satisfaction	Abdalla et al. (2014) Alcañiz et al. (2005) Allameh Sayyed et al. (2015) Castro et al. (2007) Chen and Tsai (2007) Hasan Md et al. (2019b) Khan et al. (2013)	Kim et al. (2013) Kim et al. (2015) Lee et al. (2005) Stylidis et al. (2017a) Su et al. (2017) Wang et al. (2009)
Perceived value on behavioural intentions	Abdalla et al. (2014) Allameh Sayyed et al. (2015) Chen and Tsai (2007) Cheng and Lu (2013) Bigné et al. (2009) Jin et al. (2013)	Kim et al. (2018) Lban et al. (2015) Moon et al. (2013) Palau-Saumell et al. (2016) Song et al. (2013) Sun et al. (2013)

	Kim et al. (2013) Kim et al. (2015)	
Perceived value on satisfaction	Abdalla et al. (2014) Alamgir and Nedelea (2016) Al-Ansi and Han (2019) Allameh Sayyed et al. (2015) Chen and Tsai (2007) Bigné et al. (2009) Guzman-Parra et al. (2016) Hasan Md et al. (2019b) Heydari Fard et al. (2019) Kim et al. (2013)	Moon and Han (2019) Palau-Saumell et al. (2016) Permana (2018) Phillips et al. (2013) Rey-Moreno et al. (2014) Song et al. (2013) Sun et al. (2013) Wang et al. (2009) Yap et al. (2018)
Satisfaction on behavioural intentions	Abdalla et al. (2014) Al-Ansi and Han (2019) Alcañiz et al. (2005) Allameh Sayyed et al. (2015) Assaker and Hallak (2013) Assaker et al. (2015) Assaker et al. (2011) Bairrada et al. (2019) Castro et al. (2007)	Maghsoodi Tilaki et al. (2016) Martín-Santana et al. (2017) Mohamad et al. (2014) Moon and Han (2019) Palau-Saumell et al. (2016) Park and Njite (2010) Park et al. (2019) Permana (2018) Phillips et al. (2013)



Chen and Phou (2013)	Prayag (2008)
Chen and Tsai (2007)	Prayag (2009)
Chi (2011)	Prayag and Ryan (2012)
Chi (2012)	Rey-Moreno et al. (2014)
Chi and Qu (2008)	Rodríguez Molina et al. (2013)
Çoban (2012)	Sanz-Blas et al. (2017)
Eid et al. (2019)	Sanz-Blas et al. (2019)
Fayed et al. (2016)	Sarli and Baharun (2013)
Enrique Bigné et al. (2009)	Song et al. (2013)
Guzman-Parra et al. (2016)	Stylidis et al. (2017a)
Hasan Md et al. (2019a)	Su et al. (2017)
Hasan Md et al. (2019b)	Suhartanto et al. (2016)
Hernández-Lobato et al. (2006)	Suhartanto et al. (2018)
Heydari Fard et al. (2019)	Sun et al. (2013)
Kim (2018)	Tavitiyaman and Qu (2013)
Kim et al. (2013)	Toudert and Bringas-Rábago (2016)
Lee (2009a)	Wang and Hsu (2010)
Lee (2009b)	Wongsawat and Deebhijarn (2019)
Lee et al. (2005)	Wu (2016)
Lee et al. (2019a)	Yap et al. (2018)
Liu et al. (2016)	Yue-qian and Gong-min (2008)

	Liu et al. (2017)	
	Lu and Cai (2011)	
Socio-demographics on destination image	Baloglu and McCleary (1999) Beerli and Martín (2004) Chang et al. (2015) Gibson et al. (2008)	Kaplanidou (2006) Kesić and Pavlic (2011) Sancho Esper and Álvarez Rateike (2010) Santana and Sevilha Gosling (2018)

Although the concepts in destination image have their broadly accepted denominations, it appears that some studies have chosen to use different wordings to express these concepts. For example, the destination image is referred as customer experience (Pujiastuti et al., 2017), destination experience (Choi & Cai, 2016), visit experience (Toudert & Bringas-Rábago, 2016), or destination imagery (Ramkissoon & Uysal, 2011); the affective image is stated as an emotional image (Çoban, 2012) and affection (Abdalla et al., 2014); the cognitive image appears as a functional image (Kim & Malek, 2017). Similarly, while the majority of studies have used behavioural intentions and tourist loyalty towards the concept operationalized through the visit, revisit, and recommend intentions, some studies opted for the terms attitudinal loyalty (Hernández-Lobato et al., 2006), conative image, and future behavioural intentions (Jin et al., 2013). In Table 4 the terminological differences have been ignored, provided that they have measured the same concept.

Also, some studies have measured the image gap on outcome variables. Here, as well, they have been treated the same as the studies that measured the impact of image on outcome variables. To illustrate, if the study measured the cognitive image gap on the affective image gap (Beerli-Palacio & Martín-Santana, 2019; Martín-Santana et al., 2017) it has been included in the group under ‘cognitive image on affective image’.

The main finding is that these studies confirmed that in accordance with attitude theory, image is empirically studied in terms of cognitive and affective components, while overall image either appears alongside these constructs or as a single measure of the destination image. Next, the literature review revealed destination image, perceived quality, perceived value, satisfaction, and behavioral intentions as the most frequently examined variables in destination image research. Further, in post-visit tourist behaviour studies, destination image appears as the predictor variable, while the other four are outcome variables.

However, the literature review shows that the concept of quality in destination image studies is vague. One of the reasons is that quality and satisfaction have not successfully been distinguished, which allows confusion between these concepts in the marketing literature (Bigné, Sánchez, & Sánchez, 2001). Žabkar, Brenčič, and Dmitrović (2010) stated that ‘the difficulty in clearly separating the constructs of customer satisfaction and service quality stems from the high correlation between the two constructs typically observed in empirical studies across various industries’ (p. 537), continuing that it is even problematic in tourism because both satisfaction and destination quality are often evaluated through the

characteristics of the tourist offerings. Similarly, Ladeira et al. (2016) identified that the concept of quality is often confused with the concept of satisfaction. Furthermore, as per the authors, some studies position quality as a consequence of satisfaction, while others do the opposite by positioning quality as an antecedent of satisfaction. Furthermore, its measurement is also problematic (Bigné et al., 2001; Konecnik & Gartner, 2007; Um, Chon, & Ro, 2006; Žabkar et al., 2010). Some studies measuring service quality, not the experience quality, while others measured service quality as a factor of destination image (Hallmann et al., 2015; Kim, 2018). Also, studies have measured trip or experience quality through the same items as destination image perceptions (e.g., Bigovic & Prašnikar, 2015; Lee, Jeon, & Kim, 2011). Therefore, the operationalization of experience quality is not clear in destination image studies, with some operationalizing service quality, while others made it difficult to distinguish between experience quality and satisfaction, or between experience quality and destination image. The current study is focused on the interrelationships among destination image, perceived value, satisfaction, and behavioural intentions.

## **2.5 The variables and their relationships**

Having established the important variables studied in relation to destination image in the post-visit stage, the next task is to scrutinize the destination image and these constructs closer to understand what they represent and how they are related.

### **2.5.1 Destination image and its components**

The literature review points to the destination image construct as composed of cognitive, affective, and overall images. Attitude theory was identified as the best theoretical ground to suit the purpose of establishing the operationalization of destination image. According to Kock et al. (2016), the notion in the attitude theory, which affirms the linkage between mental states and behavioural intentions, makes the attitude theory the most suitable to examine tourist behaviour. In agreement, Jiang et al. (2016) and Zhang et al. (2018b) stated attitude theory as the basis of destination image structure. Also, as Ceylan and Çizel (2018) identified, destination image studies widely follow attitude based research methods of social psychology, though some excluding one or two of its dimensions, to set the structure of destination image.

Well-known for their theory of reasoned action, Ajzen and Fishbein (2000) defined attitude as a degree of favourableness or unfavourableness of an individual towards an object under question. Otherwise said, it is a psychological tendency, preference, and inclination to an object or an action, among other available alternatives (Anilkumar & Joseph, 2012). Attitude theory puts forward the notion that both cognition and affect jointly form an attitude towards an object (Taut & Baban, 2012). As such, with the influence of attitude, an individual is predisposed to a certain act (Reza Jalilvand et al., 2012).

A review of the destination image attitudinal components presents a plethora of approaches (González-Rodríguez et al., 2016, p. 2612), generally: cognitive, cognitive-affective, and cognitive-affective-conative. Among them, cognitive-affective is the mainly applied approach. After further scrutinizing the literature to better understand the concept behind each one, the current study also chose to follow the cognitive-affective approach. Although the cognitive-affective-conative approach might sound as more comprehensive, the literature shows certain drawbacks in the use of ‘conative image’.

Lately, following this latter approach, some destination image studies have theorized the concept of destination image as a product of hierarchically related cognitive, affective, and conative (destination) image components. According to Rosenberg and Hovland (1960, cited in Kroesen, Handy, & Chorus, 2017), attitudes are multidimensional with its three attitude-relevant responses, which can be categorized into cognitive, affective, and conative responses (Ajzen, 1993). Also, findings by King et al. (2015) confirmed that partitioning destination image into cognitive, affective, and conative components ‘affords the diagnostic capacity to examine modifications to the destination image structure’ (p. 19). However, what is meant by the conative image and how it is constructed is quite unclear.

Reza Jalilvand et al. (2012) explained that cognition is based on the tourist’s evaluation to form an attitude, and affect expressing preference as a result of psychological response, while by verbally indicating their intention towards the destination makes up the behavioural component. So, it leads to the conclusion that by conceptualizing destination image, these studies equalize the concept of the conative image to tourists’ behavioural intentions. The discussion by Tasci (2009) shows that it is not a recent approach, with Gartner in 1994 proposing the conative component equal to behaviour, in line with cognitive and affective destination image components. Gartner (1994) also visualised conative image as an action component which is analogous to behaviour. The terminology continues to be depicted in

some recent studies and is operationalized the same as behavioural intentions. Zhang et al. (2018b) explained it as the decisions and actions made by tourists during their travels. Correspondingly, Kim, Lee, Shin, and Yang (2017) counted the intention to visit the destination and positive word of mouth as an example of the conative component of the destination image. Again, Ceylan and Çizel (2018) measured the conative image through recommend and revisit intentions. As per Chen, Lai, Petrick, and Lin (2016), as well, conation is the act that is led by the individual's thoughts and feelings. Further, King et al. (2015) conceptualized destination image through cognitive, affective, and conative dimensions. Also, in the study by Agapito et al. (2013), conative image is conceptualized as intentions to revisit, recommend, and positive word of mouth. So, the conative image is operationalized through behavioural intentions and is an antecedent of cognitive and affective images.

Depicting conative image identical to behavioural intentions is observable in its definitions as well. According to Becken, Jin, Zhang, and Gao (2017), it is a process 'that integrates cognitive and affective aspects of the mind to turn thoughts and feelings into behaviours' (p. 132). As per White (2005), 'the conative component is the likelihood or tendency that one will behave in a particular way toward the object' (p. 517), and 'conative images are strong or weak intentions formed from place images' (Noh & Vogt, 2013, p. 457). In other words, the conative image component 'represents the 'decision stage' of destination image formation' (Iordanova & Styliadis, 2019, p. 985). Some other definitions also bear similar characteristics. In the study by Gartner (1994) and Pike and Ryan (2004), the conative component is recognized as travellers' acts towards the destination influenced by cognitive and affective images. Likewise, the studies explain tourists' actions based on their cognitive and affective image perceptions make up the conative dimension of destination image (Hallmann et al., 2015; Kim, 2018; Noh & Vogt, 2013; Prayag, 2009).

However, not all scholars approach to the conative image as synonymous to behavioural intentions, but present a different view to conative image. Stylos et al. (2016) noted that although the conative image has been seen synonymous to intentions, there is also evidence that they are distinct constructs. As per the authors, conative image is an 'idealized and desired future situation' (p.42) that an individual strives towards. This meaning of the concept is also evident in the measure that the authors developed (e.g., X as a tourism destination was always a dream destination to visit, expresses as a suitable vacation choice,

helps me put in use knowledge that I have..., etc.). On the other hand, Prayag (2012) explained that tourist loyalty is divided into two components in the tourism and marketing literature, first being conative or behavioural loyalty associated with repeat purchase, and the second is affective or attitudinal loyalty represented by positive attitudes. As seen, there are varied and unmatching views on how the concept of conative image is interpreted.

Given the above, the concept of conative image in destination image studies increases vagueness in the operationalization of destination image and behavioural intentions. Firstly, some studies have conceptualized it as synonymous with behavioural intentions. Next, other studies have argued it as a desired future state. Another view is that it represents repeat purchase, but not a positive attitude. The fact that the studies operationalize conative image through behavioural intentions shows that it is rather synonymous to behavioural intentions, rather than being part of the destination image. So, in fact, the conative image is not an evaluation of destination image; instead, it represents a tourist's behaviour. Taking the uncertainty in its conceptualization and the fact that few empirical studies have included in their operationalization of destination image, the current study is not measuring conative image as part of the destination image.

#### **2.5.1.1 Cognitive image**

Traditionally, an individual is a rational being, in other words, a cognitive information processor who processes external information to form beliefs and knowledge (Heider 1958, cited in del Bosque & Martín, 2008). Based on this belief, destination image research has evolved from a focus on the cognitive aspects of the destination image formation. Therefore, and for its ability to specify characteristics of a destination cognitive attributes were in the centre of research focus (Kim, 2018). Even up to date, cognitive image is the most generic construct of destination image models (Zeugner-Roth & Žabkar, 2015).

Mostly repeated definition of the cognitive image depicts it as a set of beliefs and knowledge about a destination (Becken et al., 2017; Hallmann et al., 2015; Kim, 2018; Noh & Vogt, 2013; San Martín & Rodríguez del Bosque, 2008; Styliadis et al., 2017b; Stylos, Bellou, Andronikidis, & Vassiliadis, 2017). Therefore, in this study cognitive image is *the beliefs and knowledge about the destination*.

This means knowledge and beliefs that an individual has about a destination's attributes establish perceptions of a cognitive component of the destination image. Other definitions

that use different terms also lead to this same conclusion. For example, Scott 1965, cited in Gartner (1994) identified the cognitive image component as an evaluation or intellectual understanding of the product's attributes that are familiar to the individual. Also, Lban et al. (2015) explained that cognitive image is an individual's evaluation of the destination's attributes to the best of their knowledge. Similarly, according to Line, Hanks, and Miao (2017), the cognitive image of a place is an individual's perception of 'what is here' (p.298). Another definition by Stylidis et al. (2017b) explains that the cognitive component 'includes a set of attributes that mainly correspond to the resources of a tourist destination' (p. 185). As such, two main characteristics of the cognitive image can be concluded: it represents tangible attributes of a destination, and its evaluation is subjective.

### **2.5.1.2 Affective image**

Generally, the predominance of cognitive image studies can be observed until the late 1990s when the affective image emerged as another determinant of destination image (Bigné Alcañiz et al., 2009). While some authors still measure the cognitive component as the only valid image component, since then, recognizing both cognitive and affective components has gained wide application.

As Yan et al. (2018) stated, emotions play a crucial role in our everyday life since they are part of attitude. Despite this, feelings of tourists about the place have often been omitted by the research, with only a few studies, including in their operationalization of destination image (Pezenka, 2016; Pike, 2002). However, the pivotal role of attitude theory did not remain unnoticed, with expanding interest in the destination image in tourist behaviour, practicing both cognitive and affective images in their measurements is becoming a standard, which is especially evident in recent studies (e.g., Becken et al., 2017; Fu, Ye, & Xiang, 2016). These studies agree that an individual's feelings towards a destination constitute an affective component of the destination (e.g., Becken et al., 2017; Chen & Uysal, 2002; Hallmann et al., 2015; Kim, 2018; Noh & Vogt, 2013; Stylidis et al., 2017b; Stylos et al., 2017). Therefore, in this study, the affective image is *the feelings of a tourist towards a destination*.

Indeed, Becken et al. (2017) claimed each component's unique input to the formation of the destination image is legitimate, since there is empirical evidence to confirm the significant contribution of the affective image in line with cognitive one, and studies continue making a call to adopt this relatively exhaustive approach. Several scholars (e.g., Kock et al., 2016;



Papadimitriou et al., 2015) have stated the significance of affective image necessitates a closer investigation of the emotional components separate from the cognitive component. Son and Pearce (2005) discussed the notion that awareness of the positive attributes leads to favorable attitudes is not able to define a tourist's destination image, because in the existence of positive attributes, an individual can still have negative feelings towards a destination and that a belief of one individual might not be necessarily the same with the one by another individual. They suggest building a strong image through affective component as a capacity for a successful strategy. Furthermore, affective image, compared to cognitive image, is believed to have a longer life in the memory of a tourist (Hernández-Lobato et al., 2006).

Nawijn and Biran (2019) stated 'affect is not a particular psychological process per se but an umbrella term, referring to a range of more specific mental processes including emotions and moods' and 'emotions are felt, short-lived responses to external stimuli' (p. 2386 – 2387). As per Walls, Okumus, and Wang (2011) affect is understood to be a psychological dimension equal to feelings and emotions. Similarly, Son (2005) stated an affective component represents the general feelings and emotions of an individual towards an object. Another description in regard to tourists says that affective image can represent their mental response to the delivery of the service (Maghsoodi Tilaki et al., 2016). As per Stepchenkova and Morrison (2008), these feelings towards a destination can be 'favourable, unfavourable, or neutral' (p. 549). In terms of the cause of these emotions, San Martín and Rodríguez del Bosque (2008) accentuated that these emotions are those evoked by the destination image. Therefore, an affective image of a destination is the emotional response of an individual towards a destination.

Still, there is another contrast in destination image operationalization; approaches to the concept of destination image through other components, like cognitive and affective image, are also heterogeneous (González-Rodríguez et al., 2016). One of the reasons is the presence of different views regarding image components (Rezende-Parker, Morrison, & Ismail, 2003), and empirical studies differ in how they represent the construct of the destination image. Some authors suggest the cognitive component as the only image structure, while others recognize both cognitive and affective components. Predominance of cognitive image studies can be observed until the late 1990s until the affective image emerged as another determinant of destination image (Bigné Alcañiz et al., 2009). Besides, although not directly discussed as part of the attitude construct in destination image studies, operationalizing destination image

as cognitive-overall or overall only image forms are the favoured methods. This is reflected in the review by Cohen et al. (2014), who stated that travel behaviour research relies on the attitude construct, sometimes measuring attitude towards key attributes of an object (e.g., destination attributes forming destination image) and at other times measuring overall attitude (e.g., overall image). So, the operationalization of destination image might take through cognitive, affective, and overall images.

Wang and Hsu (2010) suggested that ‘the evaluation of the overall image and its two main components should all be measured in order to understand the positioning of a destination’ (p. 831). Reasonably, Kislali et al. (2016) also noted that the term destination image covers cognitive, affective, and global (overall) aspects of destination image, depending on constructs included in a specific study. Still, overall image does not appear in several studies (Agapito et al., 2013; Baloglu, 2000; Baloglu, Pekcan, Chen, & Santos, 2004; Bigovic & Prašnikar, 2015; Chen & Tsai, 2007; Chi & Qu, 2008; del Bosque & Martín, 2008; Prayag, 2012; San Martín, Herrero, & García de los Salmones, 2019; Sun et al., 2013). On the other hand, Bigné et al. (2001) and Assaker et al. (2011) presented the destination image only from a holistic perspective. The study by Papadimitriou et al. (2015) captured affective image and overall image. Prayag (2009) captured the overall image and cognitive image. Constructing a more complete destination image in terms of the cognitive, affective, and overall image is performed by Molinillo, Liébana-Cabanillas, Anaya-Sánchez, and Buhalis (2018); Styliadis et al. (2017a); Wang and Hsu (2010); Whang et al. (2016). So, the literature exhibits that the discrepancy in empirical studies (on destination image operationalization) is ongoing.

Three main points arise from this discussion. Firstly, attitude is either a favourable or unfavourable evaluation of an object based on cognitive responses in the form of beliefs and affective responses in the form of feelings. Secondly, although some authors include conation as part of attitude, its mainly adopted definition indicates conation as the intentions followed by and based on attitudes. Thirdly, there is an overall attitude, sometimes captured as the outcome of cognitive and affective components. Therefore, to take a comparatively comprehensive approach, based on these points, current study follows the assumption that *cognitive, affective and overall responses represent destination image*.

### **2.5.1.3 Overall image**

As discussed, travel behaviour research relies on the attitude construct, sometimes measuring attitude towards key attributes of an object (e.g., destination attributes forming destination

image), but at other times it measures overall attitude (e.g., overall image) (Cohen et al., 2014). This is reflected in existing definitions of destination image with some scholars defining the construct as a set of few associations with the destination, and others defining it as an overall evaluation of a destination (Echtner & Ritchie, 2003; Gallarza et al., 2002; Li et al., 2015; Nghiệm-Phú, 2014; Rodrigues et al., 2012; Su et al., 2017; Zhang et al., 2014). Therefore, the overall image is the *holistic impression of the destination*.

Empirically, Baloglu and McCleary (1999) introduced holistic impressions as part of destination image in line with its cognitive and affective components. Similarly, Echtner and Ritchie (2003) proposed that to achieve a more complete measure of destination image, a mix of attribute-based and holistic impressions of a destination should be examined. Besides, some studies have hypothesized the impact of only overall image on outcome variables, despite measuring affective and cognitive components (Stylidis et al., 2017a). Since then, this approach has been adopted by many studies, which presented overall destination image in line with cognitive and affective image components (Almeida-Santana & Moreno-Gil, 2018; Alvarez & Campo, 2011; Assaker, 2014; Assaker et al., 2011; Atadil et al., 2017; Bairrada et al., 2019; Baloglu et al., 2014; Baloglu & McCleary, 1999; Beerli & Martín, 2004; Bhat Suhail & Darzi Mushtaq, 2018; Chen et al., 2013a; Choi et al., 2011; Hallmann et al., 2015; Hung et al., 2012; Kassianidis, 2013; Kim et al., 2019b; Kim & Morrisson, 2005; Kock et al., 2016; Lin et al., 2007; Maghsoodi Tilaki et al., 2016; Martín-Santana et al., 2017; Nghiệm-Phú, 2014; Papadimitriou et al., 2015; Papadimitriou et al., 2018; Pratt & Chan, 2016; Qu et al., 2011; Sahin & Baloglu, 2011; Santana & Sevilha Gosling, 2018; Stylidis et al., 2017a; Teviana et al., 2017; Whang et al., 2016; Zeugner-Roth & Žabkar, 2015). Indeed, based on a meta-analysis of studies from 2008 – 2012, Nghiệm-Phú (2014) identified the structure of destination image as composed of the affective, cognitive, and overall image. This approach follows the belief that the intangible and experiential nature of tourism activities causes the choice of a destination considering both holistic and psychological factors, and thus the attribute-based measurement to examine image perceptions becomes insufficient (Choi et al., 1999).

It should be accentuated that the overall destination image is not purely the sum of the cognitive and affective evaluations. It is more than that since studies suggest the importance of overall image by claiming that it covers much more than the sum of its attributes (Kim et al., 2019b; Qu et al., 2011). A common agreement is that overall image consists of cognitive

and affective evaluations and that overall image is ‘a holistic perception that is greater than the sum of the parts’ (Bigné Alcañiz et al., 2009, p. 715), or ‘greater than the sum of its attributes’ (Stylos et al., 2016, p. 43). Josiassen et al. (2016b) took a different stance in explaining the image concept. They suggest differences between imagery and image concepts and emphasise that associations with the destination represent destination imagery. In contrast, an overall image that individuals hold is referred to as a destination image, which is a shortcut to efficient and quick decision making. Therefore, it can be concluded that *cognitive, affective, and overall images interact with each other and altogether produce destination images more exhaustively.*

### **2.5.2 Relationships among cognitive and affective image**

Interestingly, like the approaches towards the components that destination image integrates, there are differences in how studies conceptualize their hierarchical linkages. Traditionally, cognition is accepted as an antecedent of affect. For example, as per the influential expectancy-value model of attitudes by Fishbein and Ajzen (1975) affect is the response to attribute beliefs. Also, grounded in appraisal theories, an individual’s affective response to a psychological object is argued to be based on their cognitive understanding of the object (Kock et al., 2016). Otherwise said, as per the cognition-affect approach, ‘people first recognize what is happening around them, then feel according to their perception’ (Lee et al., 2005, p. 843). del Bosque and Martín (2008) as well explained the notion that emotions are evoked as a result of cognitive interpretations is based on the Theories of Appraisal, since the theory ‘explains the elicitation of emotion as the consequence of a tourist evaluating an experience’ (Choi & Choi, 2018, p. 734). Hence, tourists tend to interpret and emotionally respond differently to the same stimulus.

Empirically, affection has been proven as a function of cognition in the 1900’s studies by authors such as Lynch (1960), Burgess (1978), Mayo, and Jarvis (1981) (cited in Baloglu, 2000). Truly, from a theoretical point of view, literature has established affect is the evaluative response to cognition (knowledge about the object), and empirical studies of image formation concentrate on the interaction between cognition and affect and reveal predominance of the cognitive view of information processing (Hernández-Lobato et al., 2006).

In destination image research, one of the first empirical evidence for the interrelationship between cognitive and affective components is tested by Baloglu and McCleary (1999). As per their findings, cognition is the first step causing affective attributes to take place. Their finding is supported by a number of other studies (Baloglu, 2000; Becken et al., 2017; Beerli & Martín, 2004; Beerli & Martín, 2004; Chiu et al., 2016; Fu et al., 2016; Kesić & Pavlic, 2011; Lee et al., 2005; Phillips & Jang, 2008; San Martín & Rodríguez del Bosque, 2008; Styliadis et al., 2017a; Tan & Wu, 2016; Wang & Hsu, 2010). Especially, Papadimitriou et al. (2018), by exploring differences of cognitive, affective, and overall image perceptions among residents, past tourists, and prospective tourists, confirmed that in the case of all three groups, cognitive image influenced affective image. Moreover, Baloglu and McCleary (1999) noted the notion that affective evaluation is developed with the influence of cognitive assessment is a common agreement in other disciplines as well.

On the other hand, Lee et al. (2005) stated there are two schools of thought regarding the hierarchy of relationship between cognition and affect: one in favour of the cognition-affect approach and the other in favour of affect-cognition. In the affect-cognition approach, affect can be generated by biological or sensory events without cognitive process causing feelings and then making the individual think about what made them feel that way. Likewise, Styliadis et al. (2017b) wrote that ‘in line with a stream of researchers, the first level of response to a place is affective and this governs subsequent actions toward that place’ (p. 185), and that the environmental psychology studies have empirically confirmed that higher levels of affection cause more positive evaluations of the cognitive attributes.

Kim and Chen (2016) suggested that cognitive and affective components are simultaneous, while Zajonc (1980) argued that affect might either be the initial step without the influence of cognition, or even be the only component of attitude, and thus independent from cognition.

These heterogeneous views might be because some attitudes are uniquely cognition-based (e.g., exam preparation), while others are affect-based (e.g., blood donation) (Lee & King, 2015). Another way to look at it is through the strategies that identify the sequence of the process, depending on the level of involvement in the purchase. Proposed by Vaughn (1986), these four strategies are (1) informative, (2) affective, (3) habitual, and (4) satisfaction. The first instance follows the sequence of cognition-affect-cognition and is related to products that require high-involvement, such as insurance. In the second instance, the initial stage is affective because the consumer first feels and then learns, and this concerns the products like

cosmetics and fashion clothing, which are about satisfying self-esteem needs. The habitual strategy applies to products purchased routinely, such as cleaning appliances, when consumers learn about the product after purchasing them. The last strategy works best for low-involvement products that serve for little pleasure purposes, such as greeting cards. Following the theoretical logic and comparatively stronger empirical evidence, the current study proposes the hypotheses:

*H1a: Pre-visit cognitive image directly impacts the pre-visit affective image*

*H1b: Post-visit cognitive image directly impacts the post-visit affective image*

### **2.5.3 Hierarchical relationships of the cognitive, affective and overall image**

Baloglu and McCleary (1999), among the first, proposed that the overall image is formed as an interaction of cognitive and affective components. In agreement, Frías et al. (2008) explained that the overall image is a positive or negative evaluation of the object and is produced as the consideration of cognitive and affective evaluations. Giraldi and Cesareo (2014) suggests that cognitive image consists of knowledge and beliefs, and affective image is composed of feelings about the destination. They are both influencers of the overall image. In other words, the overall image is the assessment of those elements.

Table 4 shows that 26 studies have examined the cognitive-overall image effect, while 21 studies measured the affective-overall image effect. Some studies have tested both effects simultaneously. Styliadis et al. (2017b) reported the path between affective and overall image and the cognitive and overall image revealed a statistically significant positive effect. Similarly, Molinillo et al. (2018), Whang et al. (2016), Wang and Hsu (2010), and Qu et al. (2011) found that cognitive and affective images lead to the overall image. The interrelationship of image components has also been explained through creating an interactive system pictorial demonstration by (Tasci et al., 2007). They located cognitive and affective components at the centre of the interactive system, and as the interaction of these two components, they depicted the holistic/overall image which, as they stated, is used to simplify the decision-making task.

Regarding their relevant impact on the overall image, studies seem to advocate the influence of emotions as higher than the cognition. In findings by Baloglu and McCleary (1999)

affective image appears as a highly influential attribute on the overall image. Their path analysis illustrates the role of the affective component on the formation of the overall image since its impact even surpasses the influence developed by cognitive and affective evaluations together. Kim and Yoon (2003), in their model of hierarchical effects of image components, found the impact of the affective image has more impact on building destination image than has the cognitive image. Santana and Sevilha Gosling (2018), in the target population of tourists to Brazil using the online data collection method, showed that affective image had a greater impact on overall image than the impact of the cognitive image. In the study by Styliadis et al. (2017b) as well, affective image is proposed to account for more effect on overall image compared to the cognitive image.

On the other hand, although smaller in number, there are still studies that confirmed cognitive image as the most influential factor in overall image formation (e.g., Becken et al., 2017; Hallmann et al., 2015; Qu et al., 2011). Styliadis et al. (2017b) explained that the findings in favour of a greater effect of affect might be associated with the context of the study. For example, while the cognitive image is the major determinant for natural destinations, for developed destinations, it is the affective image that appears to have the most impact on the overall image. This reasoning might be sound because the application of their model to the residents' perceptions identified the equal effect of both cognitive and affective images on the overall image. Another concern is the methodology (the survey instrument) that the studies have undertaken since some studies were tested among tourists with direct experiences, while others were conducted among potential visitors. Also, a closer look at some studies' methodologies shows the sample population included both locals and foreigners and data collection was a mix of face-to-face and online surveys. Another explanation is that some environmental psychology studies have proposed that affect may become the dominant component after experiencing an actual visit to the destination (Baloglu, 1998).

As seen, though there are discrepancies in their relative effect on the overall image, the impact of both cognitive and affective components on the overall image is well-established. Hence, both the cognitive and affective images both have a direct impact on the overall image. As such, the next hypotheses are:

*H2a: Pre-visit cognitive image directly impacts the pre-visit overall image*

*H2b: Post-visit cognitive image directly impacts the post-visit overall image*

*H3a: Pre-visit affective image directly impacts the pre-visit overall image*

*H3b: Post-visit affective image directly impacts the post-visit overall image*

## **2.5.4 Perceived value**

The importance of perceived value has begun to receive scholarly attention because pure concentration on satisfaction and ignoring perceived value does not provide sufficient ‘customer’s voice’ (Petrick et al., 2001, p. 42) for the practitioners to set up their strategies. As per Pandža Bajš (2015), the concept of perceived value has been capturing scholars’ attention for the last twenty years, and Eggert and Ulaga (2002) stated that perceived value captured scholars’ attention in the 1990s and that the exchange theory has been applied as a basis of examining the concept. The point that this theory puts forth is a market exchange where buyers and sellers are willingly involved in market transactions, which make both parties better off after the exchange compared to before the exchange. As discussed by Gallarza and Gil Saura (2006), perceived value has been proven as a key for competitive advantage, though it is a relatively new construct to gain interest compared to service quality and satisfaction in the tourism marketing research area. Similarly, Patterson Paul and Spreng Richard (1997) noted studies of satisfaction as a well-investigated topic, while there was only little empirical research on value. The study by Sánchez-Fernández and Iniesta-Bonillo (2007) is valuable in gaining a deeper insight into the perceived value concept with its comprehensive and systematic review of discussions and comparisons of the research on this concept. The study informs that perceived value was included in the list of research priorities for 2006 – 2008 by the Marketing Science Institute, which is an indication of the immense role of this concept in consumer behaviour.

Gallarza and Gil Saura (2006) explained that perceived value and consumer value are used interchangeably and that consumer value has evolved as a function of two dimensions of consumer behaviour: the economic and the psychological, and has been applied to explain consumer behaviour, such as product choice and purchase/repurchase intentions. Patterson Paul and Spreng Richard (1997) explained value as a concept with different meanings among industries. In economics, it is utility and desirability; in industrial settings, it is maintaining standards with reduced costs, while in marketing, the concept is defined from consumers’ perspective. Therefore, tourism research, which is closely related to consumer research in marketing, follows its concepts in investigating tourist behaviour.



According to Sánchez-Fernández and Iniesta-Bonillo (2007), the concept of perceived value is sometimes misunderstood because ‘value’ is poorly differentiated from other concepts, such as ‘quality,’ ‘price’ and ‘values,’ while, especially, the difference between value and values should be familiar. As the authors define ‘value is the outcome of evaluative judgment, whereas the term values refer to the standards, rules, criteria, norms, goals, or ideas that serve as the basis for such an evaluative judgment’ (p. 429). Confusion also exists in differentiating perceived value from satisfaction, although distinct features of each construct that have been presented by some scholars. As per Eggert and Ulaga (2002), value is similar to satisfaction with its benefit-sacrifice discrepancy evaluation. However, Sweeney and Soutar (2001) explained that perceived value could occur pre-, during- and post-consumption, or in the absence of actual consumption, while satisfaction is a post-consumption evaluation and is a result of actual purchase.

Eid and El-Gohary (2015) highlighted perceived value as an abstract concept since customers make their judgments of the perceived value of products and services based on their experiences. This is reflected in the definitions of the concept. For example, Wu and Li (2014) cited that generally, it is defined as ‘consumer’s perception of the subjective worth of some activity or object considering all net benefits and costs of consumption’ (p. 6). Eggert and Ulaga (2002) highlighted three common elements of definitions of perceived value: it owns multiple components of value, it is subjective, and it can give a competitive advantage. In most definitions, perceived value is generally represented from a holistic perspective, stating it is an overall evaluation of a product, service, or experience (Dlačić, Arslanagić, Kadić-Maglajlić, Marković, & Raspor, 2014). For example, the definition by Pandža Bajš (2015) says the value is ‘the sum of the different dimensions of value, which have different effects in different situations’ (p. 123). In Hellieret’s (2003, cited in Gursoy et al., 2014) definition, perceived value is ‘the customer’s overall appraisal of the net worth of the service, based on the customer’s assessment of what is received (benefits provided by the service), and what is given (costs or sacrifice in acquiring and utilizing the service)’ (p. 813). Similarly, Prebensen, Woo, Chen, and Uysal (2012) investigated experience value and defined it as an ‘overall provider of value for tourists’ (p. 253). Another group of definitions are more simplified and state it as ‘benefits received for the price paid’ (Chen & Tsai, 2007, p. 1115).

Notably, the most universally accepted definition in tourism and, generally, in consumer behaviour research is the one by Zeithaml (1988) (Gallarza & Gil Saura, 2006), which also bears a holistic approach. According to this definition, perceived value is ‘the overall assessment of the utility of a product based on the perceptions of what is received and what is given’ (Zeithaml, 1988, p. 14). To have a more in-depth insight into the concept of perceived value, Zeithaml adopted an exploratory study method with focus groups and in-depth interviews with consumers. As a result of respondents’ expressions of value, the author categorized meanings of perceived value into four distinct groups (Ye, Li, Wang, & Law, 2014): low price, what consumer wants in a product, quality for the price paid, and what consumer gets for what they pay. Also, Zeithaml’s definition includes a measure of value in all stages of consumer behaviour: pre-purchase, during purchase, and post-purchase (Sabiote Ortiz, Frías-Jamilena, & Castañeda García, 2017).

It should be noted that sacrifice elements of perceived value are not purely measured in monetary terms. Besides monetary costs, nonmonetary costs such as time, mental and physical efforts are part of the perceived sacrifices (Pandža Bajš, 2015). More exhaustively, Liu, Zhao, Chau Patrick, and Tang (2015) listed search, learning, emotion, physical efforts, which simultaneously bear financial, psychological, and other risks. In fact, it might be more logical to think about these aspects when it comes to tourists because they are required to sacrifice more than money in the process of travelling. Therefore, in this study’s context, perceived value is *the consumer’s perceptions of the subjective worth of the visit based on the monetary and non-monetary benefits and costs*.

#### **2.5.4.1 Destination image as an antecedent of perceived value**

The role of brand image in the creation of perceived value has been proven in different contexts of consumer behaviour research (Huang & van der Veen, 2019). Tourist behaviour studies as well have found a statistically significant impact of destination image on perceived value. Specifically, in Table 4 fourteen studies have been identified that tested the impact of destination image on perceived value. This might seem relatively small compared to the number of studies that tested destination image impact on satisfaction and behavioural intentions. Nevertheless, these empirical findings allow the conclusion that destination image is an antecedent of perceived value in tourist behaviour.

A closer look at these studies shows that this effect has been tested in different contexts and that studies operationalized perceived value from overall and other aspects. Kim et al. (2013)

specifically concentrated on economic and overall value, while Phillips et al. (2013) confirmed the influence of destination image on overall perceived value in the context of rural tourism. These two studies were conducted in the USA. Similarly, Lban et al. (2015) also focused on total perceived value but tested this relationship based on the survey with domestic festival tourists in Turkey. Furthermore, Wang, Yang, Han, and Shi (2016a), in the context of car tourism, found a significant relationship between perceived value and destination image. Again, Akhoondnejad (2015) showed that the post-visit image directly affected trip value in Iran's cultural tourism. Generally, almost all studies that tested the impact of destination image on the perceived value established this effects as statistically significant (Alamgir & Nedelea, 2016; Cheng & Lu, 2013; Heydari Fard et al., 2019; Jin et al., 2013; Kim et al., 2013; Lban et al., 2015; Palau-Saumell et al., 2016; Wang et al., 2016a). Following these studies, the assumption is that the destination image has an impact on perceived value. Hence, the hypotheses are:

*H4a: Post-visit cognitive image directly impacts the perceived value*

*H4b: Post-visit affective image directly impacts the perceived value*

*H4c: Post-visit overall image directly impacts the perceived value*

### **2.5.5 Tourist satisfaction**

Agyeiwaah, Adongo, Dimache, and Wondirad (2016) discussed that no clear consensus over the definition of customer satisfaction exists among researchers, with some scholars conceiving satisfaction as an outcome, with others considering it as a process, while differences also exist in treating it either a cognitive evaluation or an emotional state or a cognitive-affective evaluation. Phillips et al. (2013) also confirmed that though one of the most researched variables in the marketing literature, the definition of satisfaction has not reached unanimous recognition. Therefore, the definitions of satisfaction remain varied (Prayag, 2012).

Taylan Dortyol, Varinli, and Kitapci (2014) explained that the construct of customer satisfaction is a type of customer's attitude, and thus reflects their favourable or unfavourable appraisal of the experienced service. Indeed, the study by Pizam, Neumann, and Reichel (1978) - one of the earliest studies that empirically measures tourist satisfaction, defines it as 'a collection of tourists' attitudes about specific domains in the vacationing experience' (p. 317). Also, theories of expectancy-disconfirmation, equity, perceived performance (Assaker et

al., 2011), comparison-level theory (Hapsari, Clemes, & Dean, 2016), assimilation contrast, attribution, generalized negativity, and value percept (Wong & Law, 2003) have served as a basis for most consumer satisfaction studies. The norm theory of satisfaction highlights that consumer's comparison takes place between the purchased product and such other products or alternatives (Assaker & Hallak, 2013). The needs-based definition of satisfaction claims satisfaction is the outcome of matching needs and motives. In contrast to the needs-based approach to satisfaction, the appraisal approach does not consider the role of motivation but sees satisfaction as a comparison between expectations and experiences, which inspired the expectancy-disconfirmation paradigm (Albayrak & Caber, 2018).

The disconfirmation paradigm has received the broadest application (Wong & Law, 2003), and is the most frequently cited in the tourism literature (Zehrer, Crotts, & Magnini, 2011). Proposed by Oliver in 1977, the expectancy-disconfirmation paradigm evaluates satisfaction as a comparison between expectations (developed about a product or service before purchase) and actual performance (Assaker & Hallak, 2013; De Nisco et al., 2015; Zehrer et al., 2011). It states a consumer is satisfied as a result of positive disconfirmation, that is when the performance exceeds expectations. On the other hand, a consumer is unsatisfied in the case of negative disconfirmation, that is when the performance is worse. As such, customer satisfaction is formed by the comparisons of what was expected and what is received, and thus is subjective (Maghsoodi Tilaki et al., 2016), and is a function of predefined expectations and desires (Patterson Paul & Spreng Richard, 1997).

The initial definition of satisfaction as per the disconfirmation paradigm is based on what the consumers do, not on its psychological meaning. Otherwise said, as discussed by del Bosque and Martín (2008), satisfaction had been treated as purely a cognitive approach, in accordance with the expectancy-disconfirmation paradigm (Oliver, 1980). This is true, but until the emergence of the affective approach, that ultimately led to a more consolidated cognitive-affective approach, which states cognitive judgments and emotions as stimulus factors of satisfaction. Thus, Oliver (1999, cited in Hernández-Lobato et al., 2006) later introduced a further definition of satisfaction as 'pleasurable fulfilment' (p.346), meaning it is 'the tourist's sense that consumption provides outcomes against expectations and a standard of pleasure versus displeasure' (p. 346). Also, satisfaction is 'the degree to which one believes that experience evokes positive feelings' (Rust and Oliver, 1994, cited in Kim et al., 2016, p. 276). Following several other proposed similar definitions. Liat, Mansori, and Huei

(2014) defined it as ‘the feeling of pleasure that a customer experiences after receiving services that meet or exceed the expectations of the customers’, p. 317). Indeed, the nature of satisfaction makes the concept complex; it is a cause of affective state as a result of the cognitive process (Eggert & Ulaga, 2002).

Despite being popular, certain drawbacks of the disconfirmation paradigm have been pointed out. For instance, as per the paradigm, a decrease in expectations lead to an increase in satisfaction, which might mean satisfaction could be achieved with poor experience based on poor expectations, which is against the reality (Assaker et al., 2011; Petrick et al., 2001). Another proposed limitation is the intangibility of tourism services and products, which makes realistic expectations difficult (Assaker et al., 2011). In regard to these criticisms, a global measure of tourist satisfaction has been suggested as a better measure.

Afterward, consumer satisfaction has been distinguished as overall satisfaction and satisfaction with individual attributes. Overall satisfaction is a holistic evaluation, which is not the sum of individual attributes (Bigné et al., 2001), and attribute satisfaction significantly and directly effects overall satisfaction (Oliver, 1993). However, satisfaction with a specific attribute does not guarantee overall satisfaction (De Nisco et al., 2015). Therefore, overall satisfaction is a way to have an insight into a broader picture than the sum of attributes, as a single unpleasant incident could force dissatisfaction, depending on its importance to the individual (Ryan, 1999, cited in Bigné et al., 2001). Huang and Hsu (2009) accentuated that ‘global satisfaction over a destination can be a good proxy of the subjective and qualitative evaluation of the past experience in the destination’ (p. 31).

Indeed, overall satisfaction is widely adopted by empirical studies of destination image (Akhoondnejad, 2016; Assaker & Hallak, 2013; Baloglu et al., 2004; Bigné Alcañiz et al., 2009; Chen & Tsai, 2007; Eusébio & Vieira, 2013; Kim, Kim, & Goh, 2011; Moutinho, Albayrak, & Caber, 2012; Phillips et al., 2013; Sun et al., 2013). Phillips et al. (2013) explained that overall satisfaction is the result of subjective evaluation of all the elements of the tourist’s experience. Furthermore, Lee et al. (2005) affirmed that performances of more specific aspects of customers’ experiences relate to service quality, but satisfaction refers to a more holistic experience. Aktaş et al. (2010) also expressed it proficiently, saying that ‘satisfaction with the total holiday experience is dependent on all the links in the experience chain’ (p. 243) many of which ‘are not even located within one destination’ (p. 244). Another point in preference for overall satisfaction in tourist behaviour is explained by Wu and Li

(2014). The authors examined experiential satisfaction in distinction to service satisfaction. As per the authors, experiential satisfaction is a broader concept relative to service satisfaction since it unites consumers' overall evaluation of their after-consumption experiences. The authors defined experiential satisfaction as a tourist's overall satisfaction with the cultural heritage site visit. Empirically, the research by Chung and Petrick (2013) focused on investigating attributes and overall satisfaction and found that the sum of attribute-based satisfaction is not equal to overall satisfaction. Therefore, they concluded that overall satisfaction represents more than aggregate satisfaction. Therefore, satisfaction in this study can be represented as *the tourist's overall evaluation after experiencing the destination*.

#### **2.5.5.1 Destination image as an antecedent of satisfaction**

With its expectation, generating feature image is considered as a driver of satisfaction (del Bosque & Martín, 2008). Nghiêm-Phú (2018), in their meta-analysis, identified that majority of the studies confirmed a positive correlation between destination image and tourist satisfaction. Indeed, a positive relationship between destination image and tourist satisfaction has been repeatedly confirmed in studies with different contexts and varied sample population, such as cultural and medical tourists or international and domestic tourists in the Western and Eastern tourist destinations (Assaker & Hallak, 2013; Chen & Tsai, 2007; Chi & Qu, 2008; Kim, 2018; Mashwama et al., 2019; Prayag, 2008, 2009; Sun et al., 2013; Swart, George, Cassar, & Sneyd, 2018).

Meanwhile, some studies tested the relative impact of destination image components on tourist satisfaction. The findings differ, with some showing a higher impact of the cognitive image, with others confirming affective or overall image as better predictors. In the study by Hernández-Lobato et al. (2006) cognition turned up as the main antecedent of satisfaction, meaning principal antecedents of satisfaction are cognitive attributes. Tavitiyaman and Qu (2013) found several dimensions of destination image, namely the quality of hotels and restaurants, cultural and natural attractions, had a significant effect on overall satisfaction, which again represents the cognitive image. Chiu et al. (2016), in their analysis, revealed cognitive image affected satisfaction at both direct level and indirect levels through affective image. On the other hand, they identified affective image as critical in establishing tourist satisfaction. In the study by Prats et al. (2016) as well, affect had a greater influence on satisfaction than cognition. Moreover, other studies empirically established a relationship between overall image and satisfaction. Bigné et al. (2001); Prayag (2008, 2009); Prayag,

Hosany, Muskat, and Del Chiappa (2017); Stylidis et al. (2017a); Wang and Hsu (2010) are among these studies that confirmed significant impact of overall image. Yet, some studies that have hypothesized the effect of only overall image on satisfaction and have considered neither direct nor mediating effect of the other two image components (Molinillo et al., 2018; Stylidis et al., 2017a; Wang & Hsu, 2010).

On the contrary, there are studies that did not confirm the destination image as an antecedent of satisfaction. For example, the image failed to appear as a direct antecedent of satisfaction in the study by del Bosque and Martín (2008). Also, a study by Kim et al. (2013) found no significant relationship between destination image and overall satisfaction.

Nevertheless, as seen, the positive relationship between destination image and satisfaction is empirically well established, leading to the conclusion that *cognitive, affective, and overall destination image are antecedents of satisfaction*. Therefore, the hypotheses are:

*H5a: Post-visit cognitive image directly impacts overall tourist satisfaction*

*H5b: Post-visit affective image directly impacts overall tourist satisfaction*

*H5c: Post-visit overall image directly impacts overall tourist satisfaction*

#### **2.5.5.2 Perceived value as an antecedent of satisfaction**

In line with destination image, perceived value has its empirical evidence as an antecedent of satisfaction. Um et al. (2006) found perceived value for money had a significant effect on satisfaction based on the survey collected during a four-year period from pleasure tourists in Hong Kong. They also tested relative weights of evaluative constructs that tourists use to determine their revisit intentions and identified perceived value as a significant determinant of satisfaction. Ye et al. (2014) examined the impact of price – an aspect of perceived value on customers' satisfaction and post-purchase intentions, and found a significant influence of price on both pre- and post-purchase decisions. Notably, Moutinho et al. (2012) showed that perceived value, directly and indirectly, influences customer satisfaction and concluded that satisfied tourists would have positive behavioural intentions if they also have developed positive value perceptions about their travel experience. Furthermore, a significant effect of perceived value on satisfaction was reported in the studies by Akhoondnejad (2016); Bonnefoy-Claudet and Ghantous (2013); Chen and Tsai (2007); Hapsari et al. (2016); Kim et al. (2013); Sun et al. (2013). Therefore, the literature established that *perceived value is an antecedent of tourist satisfaction*. So, the hypothesis is:

## **2.5.6 Word-of-mouth intentions**

On the basis of the literature review, current study focused on word-of-mouth intentions as a representative of tourist behavioural intentions. This subchapter reviews operationalization of tourist loyalty – represented as behavioural intentions in destination image studies and discusses the rationale behind its choice of word-of-mouth intentions as the outcome variable.

### **2.5.6.1 The concept of tourist loyalty in destination image studies**

The study of loyalty grabbed scholarly attention, starting from the 1930s (Almeida-Santana & Moreno-Gil, 2018). In the tourism context, attitudinal loyalty is a common measure of tourist loyalty, and as per Palau-Saumell, Forgas-Coll, Sánchez-García, and Prats-Planagumà (2013), attitudinal loyalty is considered as an adequate measurement for the evaluation of consumers' loyalty. In tourism research, it is represented by behavioural intentions, including intentions to revisit and recommend the destination to others (e.g., Dalimunthe et al., 2019; Iordanova, 2017; Palau-Saumell et al., 2013; Suhartanto et al., 2016; Wu & Li, 2014). Similarly, Phillips et al. (2013) stated it is a common practice to apply revisit intentions and intentions to recommend as a measure of post-trip behavioural intentions. Also, the discussion by Suhartanto et al. (2016) noted whether conceptualized as behavioural or attitudinal loyalty; tourist loyalty has been measured through variables length of stay, number of visits, intentions to re-visit, and to recommend.

As per Wong et al. (2016), intention serves as a mode to predict one's future behaviour and can be defined as a tendency or an expectation to take certain actions or plans in the future. Similarly, Gannon et al. (2017) explained that behavioural intention is about tourists' future behaviour of acting in a specific way, while Li, Lien, Wang, Wang, and Dong (2020) emphasized it as subjectively taking decisions about actions concerning the future.

### **2.5.6.2 The need to study word-of-mouth intentions as an independent construct**

Interestingly, in destination image studies, tourist loyalty (e.g., Moon & Han, 2019; Prayag, 2012; Sun et al., 2013; Zhang et al., 2014), future behavioural intentions (e.g., Bigné Alcañiz et al., 2009; Fayed et al., 2016; Jin et al., 2013; Prayag, 2009) and behavioural intentions (e.g., Liu et al., 2016; Palau-Saumell et al., 2016; Sanz-Blas et al., 2019; Styliadis et al.,



2017a) are applied interchangeably. It can be said so because these studies, despite using different terms, appear operationalizing the construct exactly the same or similarly.

Besides the application of different terms towards tourist loyalty, the studies can also be differentiated according to the methods of measuring these constructs. The most popular measure of the construct is through revisit and recommend intentions, with numerous studies following this approach (e.g., Bairrada et al., 2019; Bui & Le, 2016; Fayed et al., 2016; Gannon et al., 2017; Heydari Fard et al., 2019; Liu et al., 2016; Palau-Saumell et al., 2016; Sanz-Blas et al., 2019; Stylidis et al., 2017a; Wongsawat & Deebhijarn, 2019). Next, also not as frequent, there are studies that concentrated on purely revisit intentions as a proxy to behavioural intentions (e.g., Allameh Sayyed et al., 2015; Hallmann et al., 2015; Hasan Md et al., 2019b; Kim et al., 2015; Park & Nicolau, 2019; Rice & Khanin, 2019; Stylos et al., 2016; Zhang et al., 2018a). Finally, a less adopted measure of behavioural intentions is WoM only measure.

However, numerous scholars have called to differentiate WOM intentions as an independent construct. For example, Akroush Mamoun et al. (2016) pointed to word-of-mouth as ‘one of the most important forms of loyalty’ (p. 20). Agapito et al. (2013) referred to intentions to recommend as a better indicator for the assessment of loyalty. Also, Papadimitriou et al. (2015), who identified intent to visit is higher for non-visitors compared to revisit intents of actual tourists, stated word-of-mouth as an outcome variable that is worth investigating separate from revisit intentions. Further, Hanlan and Kelly’s (2016) study indicates the immense importance of WOM and its predominance over traditional media as a source of destination image promotion and, in general, as a means of destination image creation. They ascertained the need for marketing entities to understand how the word-of-mouth process works (e.g., what includes its triggers) so that the business can be managed to generate positive WOM. Chi and Qu (2008) also suggested that for potential tourists, recommendations of actual tourists might serve as the most reliable information source. Jalilvand (2017) identified the influence of WOM on destination image and visit intentions was much stronger than that of mass media and emphasized the importance of WOM marketing strategies. Indeed, Kim and Perdue (2011), applying cognitive dissonance theory empirically found that negative WOM can have a significant impact even on satisfied customers because the service industry involves high risk to purchase and therefore consumers tend to rely on WOM. In fact, for the tourism industry influence of word-of-mouth

on image formation and tourist behaviour is far more effective than any other form of means (Jalilvand, 2017).

Considering these points, the WOM and its importance were further examined. It was identified that the interest in WOM only measure of behavioural intentions is growing with some late studies opting for this approach (e.g., Abdalla et al., 2014; Eid et al., 2019; Ozturk & Qu, 2008; Papadimitriou et al., 2018; Rodríguez Molina et al., 2013; Styliadis et al., 2017b).

### **2.5.6.3 Importance of word-of-mouth**

In order to understand the importance of WOM, its meaning and the value it provides is worth reviewing. As per Hamidizadeh, Cheh, Moghadam, and Salimipour (2016) WOM is ‘the communication between people who have not to trade identity and they do not follow their own interests’ (p. 109). Adopting this definition, in the context of this study, word-of-mouth intentions can be defined as *the willingness to communicate about the destination with no purpose of trade and own interests*.

Munar and Jacobsen (2013) affirmed that the pleasure of travel is partly achieved by sharing the aspects of travel with others. On the other hand, this means that the consumers are also a source of destination image determinants since they are influencing other destination image perceptions. In fact, for the tourism industry influence of word-of-mouth on image formation and tourist behaviour is identified as far more effective than any other form of means (Jalilvand, 2017). Particularly, due to the intangible and experience-based nature of the tourism industry influence of WOM is not surprising, especially today when it has taken a highly prevalent form as electronic word of mouth (González-Rodríguez et al., 2016). This then also leads to the conclusion that WOM can be the most effective marketing tool for the tourism organizations (Phillips et al., 2013), and provide valuable data for them to understand the satisfaction or dissatisfaction of customers (Tseng, Wu, Morrison, Zhang, & Chen, 2015).

Indeed, WOM recommendations are critical in tourism marketing and are acknowledged as the most reliable source by potential tourists. Especially, as Tham, Croy, and Mair (2013) stated, when information and referrals are received from friends and family, it serves as a key aspect of decision making. The study by Ishida et al. (2016), as well illustrated the position friends and relatives maintain with the strongest influence on tourists’ destination image.

Even in the case of recommendations from individuals outside family and friends, this variable has been empirically proven as the credible information source in the destination

choice decisions and became more influenced with the technological advances that provided electronic access to these sources in the form of social media (Agapito, Pinto, & Mendes, 2011). Several studies can be cited to prove this claim. One of them is the study by Siriwardana et al. (2019), which identified WOM as the primary source through which potential tourists obtained information about the destination. Also, Abdalla et al. (2014) identified WOM tends to be accepted as more reliable and effective compared to other information sources particularly in the intangible service sector. Camprubí et al. (2013) accentuated the new role of tourists as the most influential image formation agents by outperforming other information agents in credibility and market penetration measures. Nicoletta and Servidio (2012) showed that non-promotional images compared to promotional images evoked more motivational attributes and increased visit intentions. Through the survey of US and Australia tourism product managers, Day et al. (2012) also identified WOM as the most important source in generating destination awareness and also travel intentions. Again, the main reason for its immense impact on destination image and choice decisions is that WOM because it was perceived to be relatively credible compared to induced information sources (González-Rodríguez et al., 2016).

Another reason for the importance of WOM can be explained by the novelty-seeking nature of tourists since novelty seeking has been identified as the core travel motivation (Som & Badarneh, 2011). In general, the literature suggests differentiating loyalty into exclusive and reinforcing types (Jang & Feng, 2007). An exclusive loyalty, over time, consumers tend to go for an alternative, while in reinforcing loyalty, customers have a high tendency to repurchase alternatives. This latter condition is explained variety-seeking nature in consumers, which is extended in the tourism research as novelty seeking, also termed as curiosity drive and sensation-seeking – a contrast of familiarity (Jang & Feng, 2007). In the tourism context, the novelty-seeking theory (replaced by the variety-seeking theory) explains the choice behaviour of tourists since novelty seeking is a common feature in travellers (Assaker et al., 2011), which is the basis for tourists' preferences for new destinations regardless of their satisfaction with previously visited destinations. According to Rohrer's (2011, cited in Promsivapallop & Kannaovakun, 2019), typology of tourists, there are familiarity seekers and novelty seekers. Basala and Klenosky (2001) examined preferences for travel experience factors based on the degree in familiarity and novelty sought by tourists and detected that even familiarity-seeking tourists were not against novelty given that accommodation, travel companion, and language factors contained familiarity aspects. Similarly, Assaker and Hallak (2013) noted that 'certain

customers switch products and make new purchases despite being satisfied with their original purchase' (p. 602). Also, as per Almeida-Santana and Moreno-Gil (2018), motivations, such as knowing different places and new cultures, negatively influence destination loyalty, meaning that tourists with these motivations satisfy their needs with a single visit as a result, decreasing the likelihood of a return visit.

Furthermore, Bigné et al. (2001) highlighted that tourists could be unsure of their return intentions since it is common for tourists to seek variety and so prefer new destinations. This has been empirically proven in another study in which Bigné Alcañiz et al. (2009) compared the results of  $R^2$  for intentions to revisit and recommend intentions, and reported this value is less for the revisit intentions than the latter. Again, the authors explain this with the variety-seeking behaviour of tourists despite having positive perceptions of the visited destination. Indeed, intentions to switch products have been detected among satisfied customers (Assaker et al., 2011). In fact, using a four-wave longitudinal dataset Assaker et al. (2011) established the negative impact of novelty seeking on immediate revisit intentions. They further confirmed immediate revisit intention negatively effects revisit intentions in the long turn, meaning that higher levels of immediate revisit intention are likely to lead to decreased revisit intention over time. Furthermore, there exist complex factors besides destination image that tourists encounter in their visit decisions and the reality that tourists can still recommend the destination in the existence and absence of return visits.

To conclude, word of mouth intentions can be a valuable method to reinforce the success of the destination in promoting its tourism, and a number of factors indicate the truthfulness of this claim. Mainly, the intangibility feature of tourism products pushes potential tourists to seek as much experience-based information as possible, and the Internet has extended their opportunity. As a result, WOM recommendations are rated as the most credible source in the view of tourists. Also, the novelty-seeking nature of tourists intensifies the importance of their recommendations to the audience who have not been to the destination yet.

Furthermore, tourists can recommend the destination, whether they return or not. Despite this, the literature indicates the lack of attention on WOM as a separate construct from revisiting intentions. Although it might not be appropriate to claim WOM only measure as an indicator of tourist loyalty, for its credits, this research chose WOM as the outcome variable to represent tourists' behavioural intentions with the purpose to emphasize its importance. Another reason is that considering the characteristics of the destination in which primary data

has been collected – a destination that mostly attracts elderly tourists with cultural interests, it is necessary to accentuate the role of WOM and to identify its antecedents.

#### **2.5.6.4 Destination image as an antecedent of word-of-mouth intentions**

The analyses of the antecedents of tourist behavioural intentions almost unanimously establish destination image as the most important determinant of behavioural intentions, and affirm destination image bears a direct impact on behavioural intentions or loyalty, both operationalized through both or either one of intentions to return and to recommend variables (Agapito et al., 2013; Akroush Mamoun et al., 2016; Chi & Qu, 2008; Hallmann et al., 2015; Hernández-Lobato et al., 2006; Kim, 2018; Kock et al., 2016; Li & Yang, 2015; Liu et al., 2016; Prayag et al., 2017; Sun et al., 2013; Swart et al., 2018).

In particular, Kim et al. (2012), in the case of American students who visited South Korea, confirmed destination image positively influenced their revisit intentions. Wu (2016) found a significant influence of destination experience on loyalty. Although referred to as destination experience, its operationalization indicates this construct is identical to the cognitive image. An interesting finding by Kim (2018) reported that compared to satisfaction, the magnitude of influence of destination image on behavioural intentions was greater. Also notable is the study by Al-Kwafi Osama (2015), which applied a different approach to establish the impact of destination image on visit intentions. They tracked brain response towards attractive and unattractive destinations using a functional technological-oriented magnetic resonance imaging approach.

While these studies generally refer to ‘destination image’, in other studies, the link between destination image and intentions to recommend are studied separately for each component of destination image, namely cognitive, affective, and overall (e.g., Chew & Jahari, 2014; Styliadis et al., 2017b). Some of these studies confirm the direct impact of all destination image components on behavioural intentions, while another group of studies finds not all, but one or two of the components have an impact on behavioural intentions, while others identify both direct and indirect or indirect only effect of destination image on behavioural intentions. Zhang et al. (2014) noted that the inconclusion in the literature regarding the relationship between the destination image and loyalty is because of the multidimensional nature of these concepts.

Some of the studies that have examined the effect of each image component on behavioural intentions have found that at least two of them are significant antecedents. Kock et al. (2016) treated cognitive, affective, and overall components of the image as a drive for tourist behaviour. Hernández-Lobato et al. (2006) and Vo Thanh, Cam Tran, and Dang (2018) confirmed cognitive image, affective image as direct antecedents of destination loyalty. Prayag (2008) confirmed the direct and indirect effect of destination image, comprised of cognitive and semi-affective images, on loyalty. Chew and Jahari (2014) showed that cognitive and affective components had a direct impact on behavioural intentions. Papadimitriou et al. (2018) conducted their study in regard to three groups, namely local residents, past and prospective tourists. As a result, both cognitive image and affective image had a significant impact on word of mouth intentions in all cases, though the overall image had a significant impact on word of mouth intentions only for prospective visitors, which indicates that prospective tourists might require more information to induce their WOM recommendations from. Regarding the relative impact of image components, Fu et al. (2016) report, affective image significantly influences behavioural intentions but less than cognitive image. Unlike them, Stylos et al. (2017), having explored the relative direct and indirect influence of three image components, identified the overall image as the only direct antecedent of behavioural intentions.

Zeugner-Roth and Žabkar (2015) explained that cognitive beliefs serve as qualifiers during the destination choice process by a tourist; a destination that cannot offer certain standards might be rejected in the stage of destination choice. Their claim appears true since, Prayag (2012), Fu et al. (2016), and several others (Table 4) have reported cognitive image as a statistically significant predictor of intentions to revisit and recommend the destination, and have highlighted the importance of cognitive image in travel destination choice. Also, Wong et al. (2019) specifically pointed out that by forming positive cognitive image, tourists express increased willingness to spread positive word of mouth.

White (2005) wrote that the impact of affection on behaviour should not come as a surprise since the attitude model has long proposed that attitude is developed through the interaction of cognition, affect, and behavioral intentions. According to Tanford (2013), ‘emotional commitment is a key antecedent to loyalty’, and ‘is linked to trust in the brand’ (p.286). Indeed, there is evidence that in some contexts, impact of affective image on behavioural intentions might outperform the cognitive image. To name a few, Becken et al. (2017), in

their online survey, found a significant influence of affective image on intentions to visit, while this impact was not significant in the instance of a cognitive image. Again, Palau-Saumell et al. (2016) and Chiu et al. (2016) found only affective image had a direct influence on tourist loyalty, and cognitive image was confirmed to have an indirect effect through affective image on tourist loyalty. Of course, each finding needs to be approached with consideration of its methodology and study context. Whang et al. (2016) associated the impact of affective image on visit intention, but not of the cognitive image, which might be because of its focus on Korean pop culture.

On the other hand, some studies ascertain the behavioural intentions of tourists develop as a result of the overall image. In fact, most of the studies prove the importance of overall image on the outcome variable. The studies by Bigné Alcañiz et al. (2009); De Nisco et al. (2015); Qu et al. (2011); Santana and Sevilha Gosling (2018) are in this line by revealing the significant influence of overall image on revisit and recommend intentions. Likewise, Prayag et al. (2017) identified positive direct and indirect (through satisfaction) relationship between the overall image and intentions to recommend. Papadimitriou et al. (2015), with a sample population of domestic tourists in Greece, excluded other image components in their model and hypothesized and confirmed the impact of overall image on behavioural intentions. Similarly, de la Hoz-Correa and Muñoz-Leiva (2019) affirmed the impact of total impressions on intentions to recommend with no role of distinct image components. The same is seen in the study by Santana and Sevilha Gosling (2018), who applied online data collection with tourists to Brazil. Zhang et al. (2014), in their meta-analysis, based on the syntheses of 66 published articles, identified overall image had the greatest influence on tourist behavioural intentions.

Nevertheless, there are study results with relatively less or no impact of destination image on behavioural intentions. In examining the factors with influence on revisit intentions in the tourists visiting sun and sand destinations in Spain, Campo-Martínez, Garau-Vadell, and Martínez-Ruiz (2010) identified that perceived image had the least influence on revisit intentions. Wang and Hsu (2010) found no significant relationship between destination image and behavioural intentions. In the analysis by Jin et al. (2013), destination image was a determinant of perceived value but was insignificant in shaping behavioural intentions. Lban et al. (2015) confirmed the positive effect of destination image on intentions to recommend, but not on revisit intentions.

As always, the results should be evaluated with precautions. Stylos et al. (2016) explained the statistically insignificant effect of cognitive image on revisit intentions with the lack of a distinct image of the destination (Greece) with other destinations like Turkey and Spain, whose offerings are similar in terms of quality, pricing, landscapes, and etc. Whang et al. (2016) measured cognitive image through three items (i.e., historical monuments, historic buildings, exotic culture), which might be another reason to consider. Kim and Malek (2017) did not confirm cognitive image and behavioural intentions relationship, again, which might be due to the operationalization of cognitive image through only 3 items (i.e., the activity in X is diverse, X has a moderate climate, X is a clean place). Although in the case of Asian groups, the authors found that this effect was increased. In the study by Sanz-Blas et al. (2019) that did not confirm the relationship between destination image and behavioural intentions sample population was cruise tourists in Valencia. Jin et al. (2013) did not find a statistically significant effect between destination image and behavioural intentions. These findings also might be because of the measurement of the destination image. Specifically, the authors measured destination image through items *friendliness of locals, accommodation offerings, safety, and structure of the stadium*, but not the destination (in total 4 items). Also, in their study, previous experience of the respondents with the destination was not controlled.

As discussed, the majority of the findings indicate that *cognitive, affective, and overall image each has an impact on behavioural intentions*. Therefore, the hypotheses are:

*H7a: Post-visit cognitive image directly impacts word-of-mouth intentions*

*H7b: Post-visit affective image directly impacts word-of-mouth intentions*

*H7c: Post-visit overall image directly impacts word-of-mouth intentions*

#### **2.5.6.5 Perceived value as an antecedent of word-of-mouth intentions**

In line with conceptual claims, empirical findings confirm perceived value as recognized determinant of behavioural intentions (e.g., Akhoondnejad, 2015; Chen & Chen, 2010; Cheng & Lu, 2013; de Oliveira Santini, Ladeira, & Sampaio, 2018; Dlačić et al., 2014; Kim & Park, 2017; Kim et al., 2018; Kim et al., 2013; Moutinho et al., 2012). Sun et al. (2013) in their study of Chinese domestic tourists found significant effect of perceived value on tourists' loyalty. In the study by Lban et al. (2015) the impact of perceived value is confirmed specifically on word of mouth intentions. Jin et al. (2013), who reported destination image as insignificant in shaping behavioural intentions, found that perceived value exerted direct effect on behavioural intentions. Likewise, Cheng and Lu (2013) found no direct effect of



destination image on behavioural intentions, but direct effect of perceived value on behavioural intentions. The findings by Pandža Bajs (2015) even claimed that the effect of perceived value on behavioural intentions is much stronger than that of satisfaction. More convincingly, based on the data collected over a three-year period Um et al. (2006) found perceived value for money had a significant effect on satisfaction and revisit intentions, and these relationships were confirmed for each year of the three-year period. From another stance, in their application of artificial neural network analysis Santos Silva et al. (2016a) identified 'value for money' as the most important determinant of behavioural intentions indicating that satisfaction alone does not necessarily affect behavioural intentions.

Pandža Bajs (2015) stated 'perceived value represents the sum of the different dimensions of value, which have different effects in different situations' (p. 123). Therefore, again, the studies that did not find statistically significant relationship between perceived value and behavioural intentions should be reviewed with their methodological, contextual approaches, and techniques of statistical analysis. Palau-Saumell et al. (2016) is one of the few studies that did not confirm this relationship, and maybe due to the destination's characteristics, which was a sun-and-sand destination. Sun et al. (2013) study describes Chinese tourists - the sample population, as price sensitive, which might be the reason for the lack of direct relationship between PV and Loyalty. Also, the sample population was domestic tourists, which calls for caution in interpretation. In the analyses by Akhoondnejad (2016), Phillips et al. (2013), Sun et al. (2013), as well, direct impact of perceived value on loyalty revealed insignificant, while Jin, Lee, and Lee (2015) found perceived value as a significant predictor of behavioural intentions for repeat visitors, but not for those who are visiting the destination for the first time.

The bottom line is that again, more than less studies suggest that perceived value is likely to play significant importance in shaping tourists' behavioural intentions. This leads to the hypothesis:

*H8: Perceived value directly impacts word-of-mouth intentions*

#### **2.5.6.6 Satisfaction as an antecedent of word-of-mouth intentions**

Widely supported and verified premise in the tourism and marketing literature is the relationship between satisfaction and behavioural intentions. Yuksel, Yuksel, and Bilim (2010) stated that 'the strong relation between customer satisfaction and loyalty has led the

maximization of visitor satisfaction to become one of the primary objectives of destination managers' (p. 276), and refers to the relationship between satisfaction and loyalty as "a classic relationship" in consumer behaviour studies' (p. 367). Bigovic and Prašnikar (2015) confirmed that their detailed analysis revealed satisfaction as the most frequently used predictors of tourist loyalty. It has also been asserted that increase in the level of satisfaction provides increase in a destination's reputation, which results in positive future behaviour of visitors (Baker & Crompton, 2000). Also, Baloglu et al. (2004) stated that in the customer satisfaction literature overall satisfaction has been evaluated as a good and strong predictor of intentions to repurchase. As a critical component of actual visit experience strong influence of satisfaction on tourist behavioural intention is well established in empirical findings.

Many empirical studies confirmed positive relationship between satisfaction and intentions to recommend. These studies affirm that tourists willing to revisit and recommend are those who are satisfied with their experiences, and that possibility for intentions to recommend increases with the increase in satisfaction level (Hosany & Prayag, 2013). Agyeiwaah et al. (2016) also ascertained that gaining customer loyalty is the benefit that has been linked to customer satisfaction. Prayag and Ryan (2011) in their study of antecedents of loyalty confirmed positive relationship between satisfaction and loyalty, stating that as satisfaction levels increase so does the levels of recommend and revisit intentions. Jang and Feng (2007) examined impact of satisfaction on repeat travel behaviour and confirmed direct impact of satisfaction on short-term revisit intention, but not on mid-term and long-term revisit intention, since novelty seeking appeared to directly influence the two latter cases. Tavitiyaman and Qu (2013) tested moderating effect of perceived risk, and in both high and low risk cases found positive effect of overall satisfaction on behavioural intentions. As well, data analysis by Kim (2018) and Ribeiro, Woosnam, Pinto, and Silva (2018), Cevdet Altunel and Erkurt (2015), Moutinho et al. (2012), Lee et al. (2019a) and Lee and Hsu (2013), Kim et al. (2013), Antón, Camarero, and Laguna-García (2017) and Hall, O'Mahony, and Gayler (2017b), Prayag et al. (2017); Sun et al. (2013), Akhoondnejad (2016), Styliadis et al. (2017a), Sun et al. (2013) and Martín-Santana et al. (2017), Bigovic and Prašnikar (2015), and Jin et al. (2015) all have exhibited that tourist satisfaction is a strong determinant of their behavioural intentions.

Meanwhile, this impact is found absent in several studies. One of them Heydari Fard et al. (2019) limited their sample population with medical tourists, which, according to the authors, might be caused with the motive to keep confidential their travels for medical treatment.

Bigné et al. (2001) found satisfaction insignificant on intentions to return in data collected in Penascola, but in the case of Torrevieja though satisfaction turned as a significant predictor of return intentions, it was less significant than perceived value. Also, Um et al. (2006) did not find satisfaction a significant antecedent of revisit intentions, both in the case of Europe/North America and Asia/Australia tourist groups. Contrary, Phillips et al. (2013) found its significant influence on revisit intentions, not on intentions to recommend. Overall, the empirical evidence leads to the next hypothesis:

*H9: Overall tourist satisfaction directly impacts word-of-mouth intentions*

## **2.6 Empirical studies on the dynamic destination image**

So far, it has been identified that destination image is a process that undergoes several stages. Nevertheless, the literature review revealed that relatively few studies have taken this feature into consideration. Therefore, next step was to understand the approaches and findings of the studies that have examined destination image as a dynamic process. To accomplish this purpose, among the 363 studies in Table 3, 45 studies have been chosen for further review, because they have recognized destination image as more than a single stage. To avoid repetition, these studies are highlighted in bold in Table 3 for the study's focus and findings.

To obtain a structural review of these studies Table 5 was created. The first column of Table 5 identifies whether the study's purpose is to confirm image change (that takes place with the visit to the destination). As a result, 39 studies out of 45 were identified to belong to this category. They are uniform in their conclusions by confirming that image perceptions are more positive after visiting the destination. Among these studies, though, Chen et al. (2014) and King et al. (2015) have taken slightly different approach by aiming to measure image decay. They concluded that affective image is prone to change while cognitive image is more stable. The study by Kim and Chen (2016) is purely conceptual; they proposed a destination image formation model through before, during and after trip stages. Kim et al.'s (2015) focus is different, because although they collected data in two time points (at visitors' arrival and departure) the questions were not paired, instead each questionnaire measured different constructs. Tourists at arrival were surveyed on destination image and motivations. The same tourists in departure were surveyed on perceived quality, satisfaction, perceived value, complaint, and revisit intentions; hence the questionnaires were not paired. Although these

studies are valuable in confirming destination image as an evolving process, they do not provide information about the role of this characteristic of image in the tourists' behaviour.

Next, five of the remaining six studies have calculated the image gap between pre- and post-visit image perceptions and tested its relationship with other variables. Some studies have used the terms 'gap' or 'incongruence' to refer to this difference between the pre- and post-visit perceptions. Beerli-Palacio and Martín-Santana (2019), then, tested the impact of content of information sources on image gap (between pre and post visit image). Beerli-Palacio and Martín-Santana Josefa (2017) examined the impact of confirmation of motivations on image gap (between pre and post visit image). Others (e.g., Lee et al., 2012; Martín-Santana et al., 2017; Park & Nicolau, 2019) hypothesised the outcomes of this difference as impacting tourist satisfaction and behavioural intentions. Only one study (i.e., Kim et al., 2015) attempted to measure direct impact of pre-visit image. However, their path model tested the impact of pre-visit destination image directly on post-visit satisfaction and perceived value. Hence, pre-visit destination image is not conceptualised as a predictor of post-visit destination image.

Table 5 Structural review of studies in destination image formation with pre- and post-visit measurement of image

<b>Study</b>	<b>Research design</b>	<b>Does the study collect data from two or more points in time?</b>	<b>Does the study use the same respondents for pre and post image measurement?</b>	<b>Does the study focus on the differences between pre and post image measures of respondents?</b>
Beerli-Palacio and Martín-Santana (2019)	Data collected from 411 tourists who visited Tenerife about gap in the pre-visit and post-visit image	No		
Chen (2019)	In-depth interviews with 18 tourists to Macau pre-visit and then post-visit	Yes	Yes	Yes
Hahm et al. (2019)	Online survey about the image of South Korea around the winter Olympics across four points in time. The sample size was 100 for each of the phases	Yes	No	

Iordanova and Stylidis (2019)	Data collected from 400 visitors to Linz – a city in Austria about pre-visit and in-situ opinion of the destination	No		
Kim et al. (2019b)	Data collected from 161 Korean tourists to Vietnam before, during and after visiting the destination	Yes	Yes	Yes
Park and Nicolau (2019)	Data were collected from 12024 international travellers to South Korea in the same time period	No		
Tasci et al. (2019)	Online survey about the image of Brazil in four points of time around the Olympics in 2016. Sample size was 100 for each phase	Yes	No	
Papadimitriou et al. (2018)	Survey among 540 domestic tourists to Patras.	No		
Pike et al. (2018)	Four annual surveys across 12 years in the city of Brisbane	Yes	No	

Stylidis and Cherifi (2018)	42 semi-structured interviews with Czech and Greek visitors and non-visitors to London	Yes	No	
Beerli-Palacio and Martín-Santana Josefa (2017)	Survey among tourists visiting Tenerife. The sample comprising of 411 respondents	No		
Martín-Santana et al. (2017)	Survey among Tourists visiting Tenerife. The sample comprising of 411 respondents	No		
Jani and Nguni (2016)	Survey among 294 tourists visiting Tanzania	No		
Pavesi et al. (2016)	92 Students visiting Albania	Yes	Yes	Yes
Akhoondnejad (2015)	Survey among tourists to Isfahan in Iran. The sample comprising of 298 respondents	No		
Draper (2015)	4619 inquirers of the Austin, CVB	No		

Kim et al. (2015)	Survey among 253 British tourists to Crete	Yes	Yes	No
King et al. (2015)	Online survey among 234 non-local marathon event participants in the southeast of the USA, three weeks after and 10 months after the event	Yes	Yes	Yes
Smith et al. (2015)	Pre-trip, arrival, half-way, departure, and post-trip survey and trip photos from 17 student visitors to Peru	Yes	Yes	Yes
Tkaczynski et al. (2015)	Survey among 517 tourists to the Fraser Coast	Yes	No	
Chen et al. (2014)	Online survey of 50 marathon participants across three time periods	Yes	Yes	Yes
Lee et al. (2014a)	Survey among 593 tourists who were leaving South Korea conducted at two airports	No		



Lim et al. (2014)	196 Gen Y respondents in Singapore who visited China	No		
Mwaura et al. (2013)	Online survey among 44 actual and potential UK tourists to Mongolia	No		
Vitouladiti (2013)	repeated survey among 376 British visitors visiting an Island in Greece	Yes	Yes	Yes
Lee et al. (2012)	Repeated survey among 205 Korean visitors to Kazakhstan	Yes	Yes	Yes
Jani and Hwang (2011)	214 user-generated posts by potential and actual tourists to Zanzibar Island	No		
Huang and Gross (2010)	Three visitor and three non-visitor focus groups of Chinese tourists to Australia, with 5 – 7 participants in each	No		

Phillips and Jang (2010)	Survey among 749 Midwestern USA University staff visitors and non-visitors to NYC	No		
Wang and Davidson (2010)	Repeated survey among 380 Chinese tourists in Australia	No		
Kim et al. (2009)	repeated measures of 303 Korean tourists to Australia measured across three time periods	Yes	Yes	Yes
Yilmaz et al. (2009)	Survey among arriving and departing tourists from Anatolia in Turkey	Yes	No	
Florek et al. (2008)	24 pre- and post-questionnaires and 3 in-depth pre-, during, and post-interviews among New Zealand football fans to Germany	Yes	Yes	Yes
Stepchenkova and Morrison (2008)	Survey among 337 America's travel club members of visitors and non-visitors to Russia	Yes	No	

Tasci and Holecek (2007)	Large scale longitudinal study among visitors to Michigan across four years	Yes	No	
Hallab and Kim (2006)	Survey among 235 domestic tourists to Mississippi	No		
Li and Vogelsong (2006)	repeated survey among 130 attendees of a festival in Jacksonville	Yes	Yes	Yes
Tasci (2006)	Large scale longitudinal study among visitors to Michigan across four years	Yes	No	
Kim and Morrision (2005)	Data were collected from 617 tourists to Korea comprising of Japanese, Chinese and US tourists	No		
O'Leary and Deegan (2005)	281 French Tourists to Ireland	Yes	Yes	Yes

Schofield et al. (2005)	Survey among 179 domestic visitors and non-visitors to Warrington	No		
Vogt and Andereck (2003)	A survey among 748 motorists travelling through Arizona using a diary	Yes	Yes	Yes
MacKay and McVetty (2002)	Survey among visitors to a National Park in British Columbia. The survey was administered to 594 respondents	No		
Chaudhary (2000)	Survey of 162 foreign tourists who visited India	No		
Chon (1991)	Survey among 204 Americans travelling to South Korea, and 240 Americans who completed their visits	No		

To address this gap, the first step was to establish the structure of destination image; as the destination image is a construct with its multiple independent but hierarchically related components, simply hypothesizing impact of ‘destination image’ would increase its vagueness. Based on the attitude theory and cross-sectional studies, in the literature review on the operationalization of the destination image it was identified that *the destination image is represented by cognitive, affective and overall responses*. Further, following the theoretical logic that destination image is a cognition-based attitude, and comparatively stronger empirical evidence it was proposed that *cognitive image precedes affective image*, and that *cognitive and affective image both have direct impact on overall image*.

Having established the structure of destination image allows to proceed to the next step of establishing the relationship between the pre- and post-stages. It is evident that despite the vast majority of destination image literature being dedicated on examining the relationship of destination image with other variables in tourist behaviour, the role of pre-visit destination image in the post-visit stage remains unexamined. Besides, as discussed, the stage and consistency seeking theories allow to assume that: *there is a direct link between pre- and post-visit destination image*. It was also highlighted that these assumptions might be particularly true in the case of tourists who travel to the destination of free will through planned decisions and make high commitment decisions that cover much more than financial contributions. Thus, to address this gap, current study set the aim of investigating the role of the pre-visit image perceptions of tourists in the post-visit image perceptions and evaluations. To achieve this, it hypothesized direct impact of pre-visit image on post visit image and its indirect impact on outcome variables:

*H10a: Pre-visit cognitive image directly impacts the post-visit cognitive image*

*H10b: Pre-visit affective image directly impacts the post-visit affective image*

*H10c: Pre-visit overall image directly impacts the post-visit overall image*

The common feature of these hypotheses is that they state the direct relationships of the past and present for the constructs that has exactly the same nature. For example, post-visit cognitive image has the same nature as pre-visit cognitive image, and can be generalized as cognitive image which represents the knowledge and beliefs about the tangible attributes of the destination (Becken et al., 2017; Hallmann et al., 2015; Kim, 2018; Noh & Vogt, 2013; Styliadis et al., 2017b; Stylos et al., 2017). Similarly, despite distinguished as pre- and post-affective images they represent feelings towards the destination. The attitude theory and the

empirical findings state the hierarchical direct relationships between the image components, but they assume the same time point. Also, the consistency theories put forward the notion of the relationships between the constructs of the same nature, which was discussed in the case of empirical studies (e.g., Chon, 1991). Therefore, there is no theoretical and empirical support to hypothesize the direct relationship between pre-cognitive and post-affective image because it might not be appropriate in the presence of the direct relationship between the pre- and post-visit affective images – the variables that are same in nature. However, they might be related indirectly, for example the pre-cognitive image might indirectly impact post-affective image through the pre-affective image. However, this is outside the scope of this study given the interest in the direct relationships between the pre- and post-visit images.

### **2.6.1 Indirect impacts among the variables**

Through Table 4 of direct effects, it was identified that the studies have established the key constructs (e.g., destination image, satisfaction, etc.) and the direct relationships among them, but whether there are indirect effects among these variables needs further examination. As Kim et al. (2013) accentuated, there is a need to increase a ‘predictive power’ (p.314) of a conceptual model of a tourist behaviour. One of the ways is, probably, to consider possible mediating effects among the variables. Certainly, the call to increase number of complementary mediating variables to study correlations between variables have been made in several empirical studies (e.g., Bigné et al., 2001; Chiu et al., 2016; Kim et al., 2013; Prayag, 2012; Sun et al., 2013; Zeugner-Roth & Žabkar, 2015).

#### **2.6.1.1 Indirect effects examined in the destination image studies**

Out of the 207 studies that proposed a conceptual model (Table 4), only 16 studies were identified that have tested for mediating effects. These studies are summarized in Table 6. Mainly, there are two patterns that emerge from their findings. First, most of these studies support influential role of overall image by proposing it as a mediator between image components (i.e., cognitive and affective) and outcome variables. For example, Papadimitriou et al. (2015) confirmed overall image as a mediator between affective image and behavioural intentions, using sample population of domestic tourists in Greece. Again, Qu et al. (2011) tested the direct effect of only overall image on intentions to visit and separately on intentions to recommend and proposed only indirect effects of affective and cognitive images on the intentions through overall image. Styliadis et al. (2017b) also confirmed mediating effect of overall image between cognitive image and recommend intentions. However, their sample

population was tourists during their visits, whose perceptions might still continue to develop until the termination of their visits. Stylos et al. (2016) hypothesized the indirect effect of cognitive image on behavioural intentions through overall image in the case of Russian tourists visiting Greece. However, the hypothesis was not supported. The authors explain this with the lack of distinct image of the destination (Greece) with other destinations, like Turkey and Spain, whose offerings are similar in terms of, for example, quality, pricing, and landscapes.

Second pattern is that satisfaction serves as a mediator in the effect of destination image on behavioural intentions. Bhat Suhail and Darzi Mushtaq (2018) and Su et al. (2017) confirmed satisfaction as a mediator between destination image and behavioural intentions. In the study by Liu et al. (2017), as well, destination image influenced the intentions through the mediating effect of overall satisfaction. Nevertheless, as Song et al. (2013) pointed out the existing destination image conceptual models are predominantly simple mediation models. Therefore, there is a need to examine possible mediating effects.

Table 6 Mediating effects examined in destination image studies

<b>Authors</b>	<b>Endogenous variable</b>	<b>Mediating variable</b>	<b>Outcome variable</b>	<b>Result</b>
Akroush Mamoun et al. (2016)	Service quality	Destination image	Behavioural intentions	Supported
Bhat Suhail and Darzi Mushtaq (2018)	Destination image	Satisfaction	Behavioural intentions	Supported
Chi and Qu (2008)	Cognitive image	Overall satisfaction	Behavioural intentions	Supported
	Attribute satisfaction	Overall satisfaction	Behavioural intentions	Not supported
Kim et al. (2018)	Perceived value	Cognitive image	Behavioural intentions	Supported
Lee (2009b)	Destination image	Satisfaction	Behavioural intentions	Supported
Liu et al. (2017)	Destination image	Overall satisfaction	Behavioural intentions	Supported
Maghsoodi Tilaki et al. (2016)	Cognitive image	Overall image	Behavioural intentions	Supported
	Overall image	Overall satisfaction	Behavioural intentions	Supported
Moon et al. (2013)	Perceived value	Destination image	Behavioural intentions	Supported
Papadimitriou et al. (2015)	Affective image	Overall image	Behavioural intentions	Supported
Qu et al. (2011)	Destination brand images (i.e., cognitive, affective and unique images)	Overall image	Behavioural intentions	Supported
Santana and Sevilha Gosling (2018)	Cognitive image	Affective image	Overall image	Supported
	Cognitive image	Overall image	Behavioural intentions	Supported
	Affective image	Overall image	Behavioural intentions	Supported
Stylidis et al. (2017b)	Cognitive image	Overall image	Behavioural intentions	Supported



	Cognitive image	Affective image	Overall image	Supported
Stylos et al. (2016)	Cognitive image	Overall image	Behavioural intentions	Not supported
	Conative image	Overall image	Behavioural intentions	Supported
	Affective image	Overall image	Behavioural intentions	supported
Su et al. (2017)	Destination image	Satisfaction	Behavioural intentions	Supported
Xu and Ye (2018)	Cognitive image	Affective image	Behavioural intentions	Supported
Zhang et al. (2016)	Cognitive image	Affective image	Behavioural intentions	Supported

### **2.6.1.2 Indirect impact of pre-visit destination image on destination image evaluation outcomes**

It is essential to recall that from the systematic literature review perceived value, satisfaction and behavioural intentions were identified as key outcome variables in relation with destination image. It was, then, decided that examining word of mouth as a dependent variable is crucial given the evidence of WOM as the primary source that potential tourists obtain information about the destination; it is treated as more reliable and effective in the intangible service sector. Besides, the novelty seeking nature of tourists puts WOM more importance, especially when the destination is the one like Uzbekistan – a developing tourism destination that mostly attracts senior tourists with cultural interests. Further, the new role of tourists as image formation agents with the most influence is constantly reminded, hence, a shift towards WOM intentions as a representative of behavioural intentions is noticeable in late studies.

Based on the empirical evidence direct impacts of post-visit destination image on perceived value, overall satisfaction and word-of-mouth intentions were hypothesized. Also, direct impact of pre-visit image on post-visit image was hypothesized. Therefore, for example, if there is direct impact of pre-cognitive image on post-cognitive image, and post-cognitive image then directly impacts the outcome variables it allows the following hypotheses:

*H11a: Pre-visit cognitive image indirectly impacts the perceived value through the post-visit cognitive image*

*H11b: Pre-visit affective image indirectly impacts the perceived value through the post-visit affective image*

*H11c: Pre-visit overall image indirectly impacts the perceived value through the post-visit overall image*

*H12a: Pre-visit cognitive image indirectly impacts overall tourist satisfaction through the post-visit cognitive image*

*H12b: Pre-visit affective image indirectly impacts overall tourist satisfaction through the post-visit affective image*

*H12c: Pre-visit overall image indirectly impacts overall tourist satisfaction through the post-visit overall image*

*H13a: Pre-visit cognitive image indirectly impacts word-of-mouth intentions through the post-visit cognitive image*

*H13b: Pre-visit affective image indirectly impacts word-of-mouth intentions through the post-visit affective image*

*H13c: Pre-visit overall image indirectly impacts word-of-mouth intentions through the post-visit overall image*

## **2.7 Conceptual model of the study**

So far, firstly, through theoretical grounds the study identified that a destination image constantly evolves and thus, is a dynamic process. By systematically reviewing empirical studies that have examined destination image under this assumption, it has established the uniformly reported empirical evidence for this claim. Next, the structure of destination image was identified to include cognitive, affective and overall image perceptions which are hierarchically interrelated. Following was the finding that the key variables in post-visit tourist studies are destination image, perceived value, satisfaction and behavioural intentions. However, the literature revealed that the relationship between pre- and post-visit stages has not been empirically examined. Also, investigating possible mediation effects was another call highlighted in the literature. Therefore, current study put forward the hypotheses that directly link pre-visit and post-visit destination images, and indirectly link pre-visit image on post-visit outcome variables (i.e., perceived value, satisfaction and word-of-mouth intentions).

The proposed hypotheses of this study are collected below. The hypotheses H10a – H13c were proposed to fulfil the aim of this study, and therefore, to address the gap in the literature. Further, based on the hypotheses a theoretical model of the study was established. Following Figure 2 is the conceptual model of the study. The pre-visit and post-visit destination image stages are depicted in a single model, and therefore, addressed the call by the scholars to integrate these stages as a continuous process. It measured the direct impact of pre-visit destination image on post-visit image, and its indirect impact on the outcome variables which has not been performed by previous studies. Further, it used repeated measures of destination image to overcome possible interpersonal bias.

*H1a: Pre-visit cognitive image directly impacts the pre-visit affective image*

*H1b: Post-visit cognitive image directly impacts the post-visit affective image*

*H2a: Pre-visit cognitive image directly impacts the pre-visit overall image*

*H2b: Post-visit cognitive image directly impacts the post-visit overall image*

*H3a: Pre-visit affective image directly impacts the pre-visit overall image*

*H3b: Post-visit affective image directly impacts the post-visit overall image*

*H4a: Post-visit cognitive image directly impacts the perceived value*

*H4b: Post-visit affective image directly impacts the perceived value*

*H4c: Post-visit overall image directly impacts the perceived value*

*H5a: Post-visit cognitive image directly impacts overall tourist satisfaction*

*H5b: Post-visit affective image directly impacts overall tourist satisfaction*

*H5c: Post-visit overall image directly impacts overall tourist satisfaction*

*H6: Perceived value directly impacts overall tourist satisfaction*

*H7a: Post-visit cognitive image directly impacts word-of-mouth intentions*

*H7b: Post-visit affective image directly impacts word-of-mouth intentions*

*H7c: Post-visit overall image directly impacts word-of-mouth intentions*

*H8: Perceived value directly impacts word-of-mouth intentions*

*H9: Overall tourist satisfaction directly impacts word-of-mouth intentions*

*H10a: Pre-visit cognitive image directly impacts the post-visit cognitive image*

*H10b: Pre-visit affective image directly impacts the post-visit affective image*

*H10c: Pre-visit overall image directly impacts the post-visit overall image*

*H11a: Pre-visit cognitive image indirectly impacts the perceived value through the post-visit cognitive image*

*H11b: Pre-visit affective image indirectly impacts the perceived value through the post-visit affective image*

*H11c: Pre-visit overall image indirectly impacts the perceived value through the post-visit overall image*

*H12a: Pre-visit cognitive image indirectly impacts overall tourist satisfaction through the post-visit cognitive image*

*H12b: Pre-visit affective image indirectly impacts overall tourist satisfaction through the post-visit affective image*

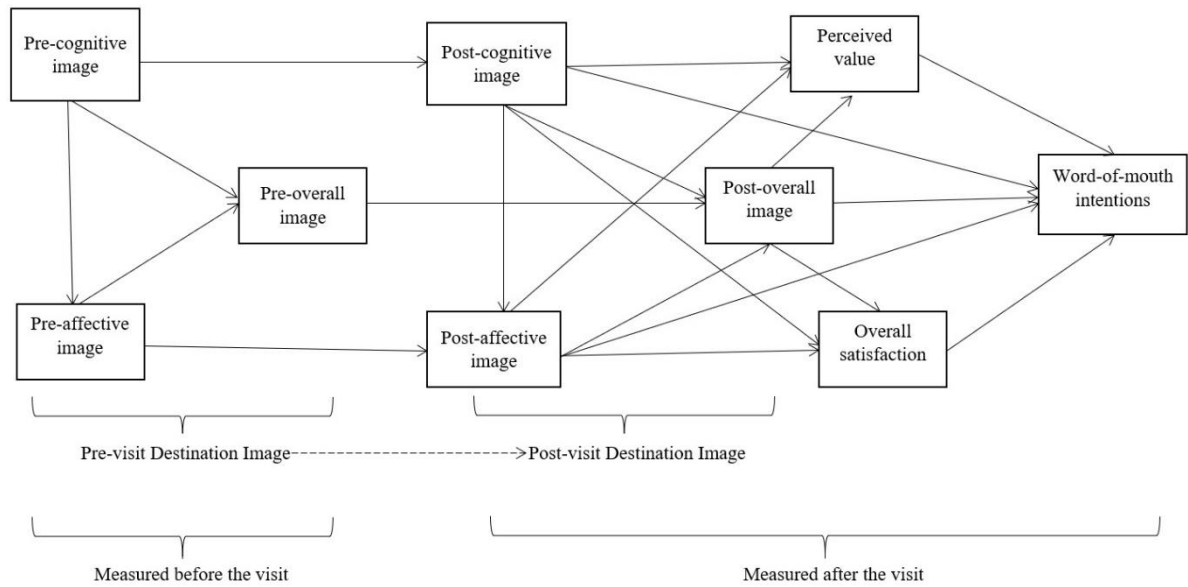
*H12c: Pre-visit overall image indirectly impacts overall tourist satisfaction through the post-visit overall image*

*H13a: Pre-visit cognitive image indirectly impacts word-of-mouth intentions through the post-visit cognitive image*

*H13b: Pre-visit affective image indirectly impacts word-of-mouth intentions through the post-visit affective image*

*H13c: Pre-visit overall image indirectly impacts word-of-mouth intentions through the post-visit overall image*

Figure 3 Detailed overview of the conceptual model of the study



## CHAPTER 3 The methodology of the study

As stated in the introduction chapter, the research aim was to establish the impact of pre-visit destination image perceptions on post-visit destination image perceptions and destination image evaluation outcome variables. The objectives were set as following:

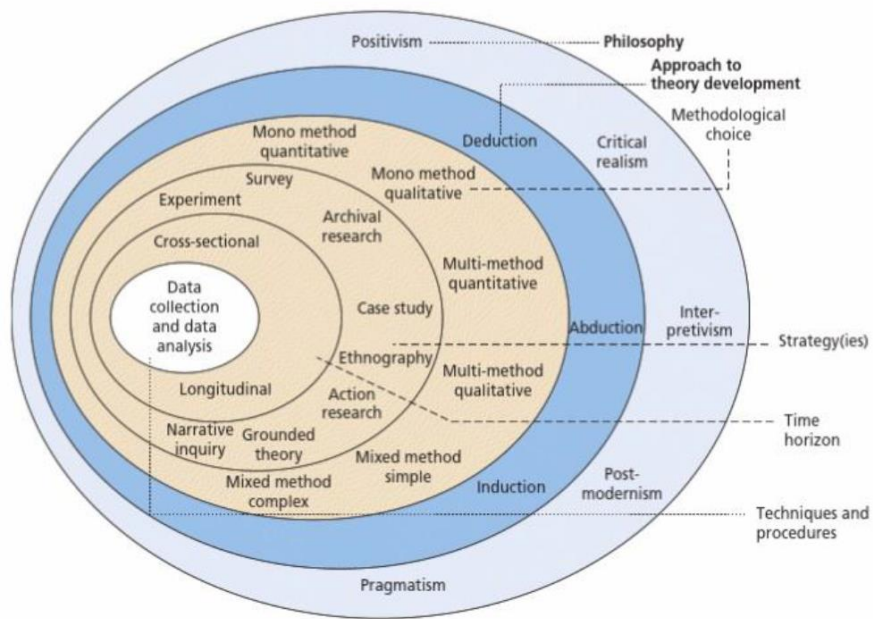
- to explore extent theories and empirical studies to establish pre- and post-visit destination image as an integrated process;
- to identify the destination image evaluation outcome variables;
- to develop a conceptual model that incorporates pre- and post-visit destination image and the destination image evaluation outcome variables;
- to validate the relationships in the conceptual model using longitudinal data.

So far, to achieve the first three objectives, the hypotheses were established in the previous chapter by setting up the theoretical and empirical grounds. Mainly, the gap that the study identified and is addressing is whether the pre-visit destination image has direct and indirect impact on the post-visit destination image and the post-visit evaluations (i.e., perceived value, satisfaction and word-of-mouth intentions).

Thereafter, the purpose of this chapter is to present the methodology that was followed in order to fulfil the fourth objective of the study in a systematic way, since research methodology is the process that the researcher determines as their choice of methods to reach to the expected outcome and to ensure that the findings are meaningful (Bryman, 2015a; Hair, Wolfinbarger, Money, Samouel, & Page, 2015). Kumar (2014) accentuated that in order to achieve the research aim and objectives, a researcher needs to follow a framework of philosophies, certain methods and techniques that have been proved to be valid and reliable.

Overall, the methodology of the study is based on the Research Onion proposed by Saunders et al. (2015); it is the research design framework adopted in this study for its clarity in defining each stage in the research process (Figure 3). Therefore, having established its research purpose and the assumptions as the foundational stage for the rest of the research levels, the rest of the presentation of the study's methodology is based on the six key levels of the research process that Saunders et al. (2015) distinguished. Accordingly, the rest of the chapter is organized to present the research purpose, assumptions, philosophy, approach, method, strategy, time horizon and the techniques of data analysis (summarized in Table 7).

Figure 4 The research 'onion' by Saunders et al. (2015)



Source: Saunders et al. (2015)

Table 7 Summary of the research methodology

Ontological assumption of the study	Objectivism	The aim of the study is to establish the role of destination image as an antecedent construct. Therefore, the study's approach to the central concept of destination image was objective
Epistemological assumption of the study	Objectivism	To achieve the study's aim required larger numeric data and objective facts
Axiological assumption of the study	Value-free	In this study the researcher was independent from the data
Research purpose	Explanatory and descriptive	The study established relationships among the variables. Also, it presented the obtained information about the perceptions of the destination
Research philosophies	Positivist	The contribution of the study is based on the direct and indirect relations of pre-visit destination image with post-visit outcome variables



Research approach	Deductive	The study conducted research based on predetermined theoretical basis
Research method	Quantitative	The concepts under examination were measured through numerical values
Research strategy	Survey	The research involved obtaining larger numeric data through quantitative method of data collection
Time – horizon	Longitudinal	The aim of the study required measurement of the same variable (i.e., destination image) tracking the same sample at two points in time
Data analysis technique		Limitation to two time points, presence of skewness in the data, and the formatively measured construct made the structural equation modelling using the SmartPLS as the best option for the analysis of the data

### **3.1 Research purpose and research assumptions**

From the methodological perspective, Saunders et al. (2015) distinguished three main types of research: exploratory, descriptive and explanatory. The type of research is dictated by the study's aim and objectives. Therefore, current study is mainly an explanatory research, because it is interested in examining relations among the constructs. However, it has descriptive pattern as well, because it describes the facts identified through the primary data analysis, like the destination image perceptions of the destination under investigation. Hence, from the point of the research purpose, it is a 'descripto-explanatory' (Saunders, 2019, p. 188) research.

As Saunders (2019) explained, in philosophy, ontology and epistemology represent the two main positions that are taken towards knowledge. Ontology is the study about the nature of reality, and thus, it examines the concepts of the reality and their relationships (Easterby-Smith, 2018). It is 'the view of how one perceives a reality' (Wahyuni, 2012, p. 69). On the other hand, epistemology is the assumptions about knowledge, 'what constitutes acceptable, valid and legitimate knowledge' (Saunders et al., 2015, p. 127). Easterby-Smith (2018) defined epistemology as assumptions that guide the ways to inquire the reality. Thus, it is the way that the researcher undertakes in order to find the truth. Mainly, its purpose is to define the relationship between the researcher and knowledge.

As such, ontological assumptions shape the ways that the research objects are approached (Saunders et al., 2015), while epistemology is the way for seeking the knowledge. They have two main aspects: objectivism and subjectivism. Ontological subjectivism stance argues that the world is socially constructed. Correspondingly, in epistemological subjectivism, opinions of the individuals are acceptable as knowledge and attributed meanings is the way to achieve good-quality data. In contrast, ontological objectivism defends the assumption that the research object is external to the researcher and other social actors. Following this, epistemological objectivism considers facts as acceptable knowledge and obtains its data through numbers. Therefore, from the ontological perspective current study seeks a single reality and adopts a more objective epistemological standpoint. In accordance it further follows principles of positivist paradigm.

## **3.2 Research philosophy**

Saunders et al. (2015) defined research philosophy as ‘a system of beliefs and assumptions about the development of knowledge’ (p.124). As such, the main task of the research philosophy can be explained as the source of knowledge. The five diverse philosophies that Saunders et al. (2015) presented are positivism, critical realism, interpretivism, post-modernism and pragmatism.

Among them, interpretivism and positivism can be claimed as two prominent and mostly contradicting each other research philosophies. The interpretivism sees humans ‘different from physical phenomena because they create meanings’ (Saunders et al., 2015, p. 140). So, researchers with this stance consider multiple meanings attached by each individual to a particular phenomenon. As a result, the interpretivist research has the purpose to deeper comprehend and interpret the social world. In contrast, As per Myers (2013), positivism treats the reality as objective, quantifiable, and free from the researcher. The interest of positivist research is in the data in the form of verifiable facts. Therefore, current study holds positivist position; as seen in the literature review and the conceptual model, the focus of the study is based on the verifiable causal relations that require measurement of values and a larger dataset.

## **3.3 Research approach**

In terms of the approach that the research follows, Saunders et al. (2015) distinguished deduction, induction and abduction in their ‘onion’ diagram. The main characteristic of the inductive process is that it utilizes specific observation to obtain a general inference. Also, it might avoid any conceptual framework or construct it after the empirical observations have taken place (Kovács & Spens Karen, 2005).

On the other hand, as Bryman (2015b) explained deductive approach involves establishing causal relationships beforehand, prior to data collection. In this approach ‘there is the search to explain causal relationships between concepts and variables’ (Saunders et al., 2015). According to Blaikie and Priest (2019) deductive approach is progressed through six essential steps:

- putting forward a tentative idea, conjecture, hypothesis or a set of hypotheses that form a theory;
- specifying the conditions under which the hypotheses are expected to hold, deduce a conclusion, or a number of conclusions, with the help of previously accepted hypotheses;
- examining the conclusions and the logic of the argument that produced them, comparing this argument with existing theories to see if it constitutes an advance in our understanding;
- testing the conclusion by gathering appropriate data;
- if the test fails – that is, if the data are not consistent with the conclusion – the theory must be false. If the original conjecture does not match the data, it must be rejected;
- if the conclusion passes the test – that is, the data are consistent with it – the theory is temporarily supported.

From this discussion it is evident that explanatory and descriptive in nature, the research approach that current study adopted is deductive; its foundation is built upon the established theories and set hypotheses to test the relationships among the variables.

### **3.4 Research methods and research strategy**

So far, the research was identified to follow objective reasoning, with its position of positivist paradigm and deductive approach and its key words, like ‘quantifiable’, ‘hypotheses’ and ‘free from the researcher’. Correspondingly, the method it has adopted emphasizes objective measurements of the constructs through numerical data which is known as the quantitative research method.

Generally, the quantitative method of data collection is dominant in destination image studies. As can be seen in Table 3, 311 studies out of 363 have applied quantitative methods, while only 24 studies used qualitative methods, and the rest are conceptual studies. Similarly, Riley and Love (2000) by comparing the number of qualitative and quantitative articles published in four major tourism journals revealed dominance of positivism paradigm, which applies quantitative methodologies. Xu and Ye (2018) wrote these empirical studies are ‘heavily oriented’ (p. 1) towards quantitative data collection methods with structured

questionnaires. Also, Marius and Luisa (2016) referred to the quantitative method as the ‘master paradigm’ (p. 176) in the research field of social sciences.

Next in question is the research strategy – an overall plan of actions for conducting the research. Although there are several strategies for collecting quantitative data, survey comprised of a questionnaire with close-ended questions is the prominent strategy in this field of research. In fact, Pike’s (2002) meta study identified 114 articles, out of total 142, published from 1973 to 2000 applied structured techniques consisted of purely close-ended questions to operationalize destination image. Also, Dolnicar and Grün (2013) stated that 75% of all the reviewed empirical studies assessed destination image of tourists using a questionnaire with a list of destination’s attributes. Similarly, and again based on its focus, current study has collected primary data using mainly close-ended questions, with two open-ended questions.

### **3.5 Time horizons and data collection techniques**

The systematic literature review of the studies on the dynamic destination image process identified that some studies have applied retrospective method and others more appropriate repeated measured method. Last two columns in Table 5 is helpful in determining whether the studies have used longitudinal design to assess pre and post visit perceptions. 22 studies out of 45 used retrospective method by simultaneously asking the respondents their pre- and post-visit image perceptions. 13 studies used repeated measures; they collected their data in at least two time points from the same respondents. However, in the study by Chen (2019) sample population is limited to 15 tourists, and in it is limited to 17 student travellers. Also, in the study by Florek et al. (2008) the sample population is 24 travellers of New Zealand football fans. Further, O’Leary and Deegan (2005) surveyed the respondents during their visits to identify their pre-visit perceptions, which is not ideal.

On the other hand, other longitudinal studies are homogenous in their sample population. In the study by Lee et al. (2012), the respondents were limited to Korean visitors to any of the Central Asian countries. The sample population in the study by Kim et al. (2019b) there were 161 South Korean tourists to Vietnam; by Pavesi et al. (2016) 110 student travellers to Albania; by Vitouladiti (2013) 376 British tourists; in Kim et al. (2009) study 303 Korean tourists. As well, King et al. (2015), and Chen et al. (2014) collected data from (234 and 50 non-local, respectively,) marathon event participants. Vogt and Andereck (2003) collected

data from (748) motorists traveling through Arizona. Although these studies have applied better research designs to collect longitudinal data, their sample population belong to a single cultural group or are not tourists, rather, event participants. Hence, most of these studies have suffered some flaws in research designs.

The limitations of these methods have been criticized. For example, Yilmaz et al. (2009) stressed that conducting the survey with departing and arriving tourists is a common method in destination image studies on image change. Kim et al. (2009) noted the studies investigating change in image perceptions over time are ‘susceptible to measurement frequency deficiencies’ and are ‘vulnerable to limitations of memory recall’ (p. 715), as they are one-off studies conducted either on-site or before tourists’ arrival or after their departure. As such, they are not free from ‘recall inefficiencies’ (San Martín & Rodríguez del Bosque, 2008, p. 268). Also, as per Jani and Nguni (2016) studies on differences between pre- and post- destination image are rather a proxy of image development due to utilizing study designs that involve different samples.

For pre- and post-destination image studies it would be preferable to collect pre-visit data before tourists’ arrival and post-visit data after their departure, and with heterogenous sample. However, as the empirical studies show it is quite difficult to achieve due to practical obstacles. Similarly, the data collection of the study involved survey of the same participants and repeated measurement of the same variable (i.e., destination image) in two time point. Therefore, in terms of time horizon, it is a longitudinal study – a study that involves data collection over time from the same participants, since its aim is to examine the dynamics of the variable (Saunders et al., 2015). However, the pre-visit questionnaire was collected before the tour of the participants, and the post-visit questionnaire was collected after the tour.

Also, due to limitations in access to the relevant data, it was not possible to obtain the sampling frame. Therefore, it was opted for convenience sampling. As a non-probability sampling, convenience sampling method enables to reach to the sample population without major obstacles (Saunders et al., 2015). Generally, this method is common in empirical studies of destination image for enabling easier access sample population (Akroush Mamoun et al., 2016; Bigné Alcañiz et al., 2009; Fu et al., 2016; Iordanova & Styliadis, 2019; Jani & Nguni, 2016; Noh & Vogt, 2013; Palau-Saumell et al., 2016; Park, Hsieh, & Lee, 2017; Ramires, Brandão, & Sousa, 2018; Salvatierra & Walters, 2016). Further, the sampling can be approached as purposive. According to Easterby-Smith (2018), purposive sampling is

selecting participants that are eligible to meet the predetermined criteria. The data collection procedure is given in more detail in the following subchapter.

### **3.6 Data collection**

The literature shows that majority of studies in destination image have been conducted on the Western countries (Wang & Hsu, 2010). Likewise, majority of studies on tourist behavioural intentions were conducted in the West (Sun et al., 2013). It was identified that considerable tourism potential of Uzbekistan – a country in Central Asia, is manifested in some studies of Central Asia (Airey & Shackley, 1997; Lee et al., 2012; Werner, 2003). Nevertheless, at the same time, they signal of the country's weak cognitive destination image.

Therefore, Uzbekistan was chosen as the data collection site with the purpose to shift interest towards the developing destinations of Central Asia. Moreover, the destination is increasing their effort in improving its tourism management and attracting more tourists (more information on this is provided in later in this chapter).

Bulai, Eva, and Rosu (2016) stated international visitation to Uzbekistan is strongly seasonal with the peak tourist season between August – October. Indeed, the first two months of autumn are referred in Uzbekistan's travel agencies' websites as the best time to travel to the country. This is also in match with the information provided by the tour guides. The reason that summer months June and July are unpopular for tourism is mostly due to the country's weather temperature, which reaches 47 degrees Celsius. Therefore, the survey was conducted during the months of autumn and December of 2017.

According to the report by (World Tourism Organization (UNWTO), 2015) 63% of the tourist survey respondents in Uzbekistan were travellers as part of pre-purchased tours. Considering majority of first-time tourists travel to the destination through travel organizations, and the difficulties encountered during the on-site piloting survey the best way to reach the respondents to conduct the survey was through travel organizations. However, it should be considered that this method of data collection is limited to sample population that were part of chartered tour. They have visited the same destination in the same sequence, hence might have had the same experience.

In total more than twenty tour operators, travel agencies, and tour guides were contacted for the assistance in conducting the survey. The decline rate was high since the post-visit survey had to be collected from the same respondents who completed the pre-visit survey. As a result, there were four tour guides (reached through travel organizations) who agreed to assist in the data collection.

The questionnaires were distributed by the tour guides just before and just after the tours that lasted about a week and included itinerary along historical cities of Uzbekistan. Based on the consumer behaviour model consumers' experiences can be assessed during, after and just before post purchase behaviour (Um et al., 2006). Furthermore, King et al. (2015) noted that attitudes are prone to change and decay because of factors like time, memory, personal characteristics and external stimuli. Therefore, the method involved increased recall effects. Even though it cannot be claimed as pre- and post-visit, the data collection allowed to measure pre- and post-visit destination images. To match the responses of pre- and post-visit questionnaires by the same respondents the name of the respondent was written down on the front page of each questionnaire. After completing the second questionnaire an embroidered handmade purse by Uzbek craftsmen was given to express appreciation (Figure 5).

Figure 5 Gift to the participants



### 3.7 Sample population

Studies have identified that the images are different between international and domestic tourists. For example, Eusébio and Vieira (2013) tested a model integrating tourists' evaluation attributes of the destination, overall satisfaction and behavioural intentions in comparison of domestic and international tourists and found differences between the samples. Therefore, a questionnaire for international tourists might not be appropriate for domestic



tourists. Also, since the objective was to examine image of Uzbekistan in the international viewpoint the target population was international tourists. Further, in accordance with the aim of the study, which differentiated pre-visit from post-visit, the sample population was first time tourists who have not visited the destination before and who were in the destination for leisure travel activities.

### **3.8 Sample size**

During a four-month data collection the number of completed paired pre- and post-visit questionnaires reached 178. To collect more questionnaires would mean to wait until tourism season in April, which would require going over the process of findings, convincing and negotiating with tour operators. Therefore, 178 questionnaires were decided adequate taking into account relatively low non-response which was due to data collection through tour operators. In general, it is common in empirical studies in this nature to involve less than 200 participants. For example, Kim et al. (2019b) has 161 respondents. Also, as per do Valle and Assaker (2016), Reinartz, Haenlein, and Henseler (2009) showed that PLS SEM' is able to achieve sufficiently high statistical power even if the sample size is relatively small (i.e., 100 observations)' though 'to be on the safe side in terms of sample size, one might recommend 100 cases with the objective of improving accuracy' (p.700).

### **3.9 Data analysis technique**

Latent-growth modelling (LGM) is frequently applied statistical technique in longitudinal studies. LGM, unlike structural equation modelling (SEM), operationalizes intra-individual change by taking into account varying means of multi-wave data - the data collected in more than one time point among the same respondents. As discussed by Finch and Shim (2018) longitudinal data is important for observing over time change. However, as the authors suggested, to apply this approach the data should contain information at more than two time points. Likewise, Roemer (2016) also stated the use of growth rates of the indicators as appropriate if the data includes more than two time points. Similarly, Lee et al. (2019b) explained the necessity of the data with at least three points in time with the two central parameters of latent growth modelling – the intercept and the slope. As per Finch and Shim (2018), as well, in situations with only two data points growth curve modelling is not appropriate due to insufficient degrees of freedom. Further, as per Little, Deboeck, and Wu

(2015) research questions and the timing of the measurements are critical elements that need to be considered for the suitability of growth curve modelling.

Nevertheless, there are circumstances, such as resource scarcity, that limit data collection to two or even one time points. In the case of the current study the major obstacle of data collection was the characteristic of the destination – more closed to outsiders and where research is not in the central interest of the professionals. Furthermore, taking into account the characteristics of tours in the destination convenience was the main reason for the data collection intervals, because the data needed to be collected in the start and at the end of tours. Therefore, since the data was limited to two time points, Structural Equation Modeling (SEM) using SmartPLS 3 software was chosen as the most suitable technique to analyse the collected data. Besides, there are studies that have relied on PLS to analyse longitudinal data (Roemer, 2016). Johnson, Herrmann, and Huber (2006) and Hennig-Thurau, Groth, Paul, and Gremler (2006) analysed longitudinal data using the PLS methodology.

SmartPLS software has gained popularity in recent destination image studies (e.g., Akgün et al., 2020; Hasan Md et al., 2019a; Heydari Fard et al., 2019; Maghsoodi Tilaki et al., 2016; Permana, 2018; Rice & Khanin, 2019; Zhang et al., 2018a). do Valle and Assaker (2016) identified the main reasons for the use of the PLS-SEM as the application of the predictive focus (in 31 studies), small sample size (in 21 studies), normality concerns (in 21 studies) and the use of formative model (in 15 studies). To clarify, Mikulić and Ryan (2018) explained that with the reason that the tourists travel with expectations of satisfaction rather than dissatisfaction, it should not come as a surprise that data aiming to evaluate the experience is heavily skewed. Therefore, partial least squares structural equation modelling again comes handy by giving ease to regression-based assumptions. Further, Kock et al. (2016) justified their choice of PLSPM because of its ability to handle models that contain formative aspects. Indeed, the PLS-SEM would be appropriate in the application of formative constructs and complex models, since its important feature is the ability to integrate reflective and formative measures (do Valle & Assaker, 2016).

Similarly, the SmartPLS 3 was decided the most suitable to test the proposed theoretical path model because the data is limited to two time points and the path model of the current study contains a formative measure (page 238). Also, the scores for some variables are skewed and the sample size is relatively small (page 248).

### **3.10 Social desirability bias**

To make the respondents comfortable to provide genuine answers to survey questions social desirability bias issues need to be addressed. Larson (2019) explained that this kind of bias occurs because of predefined socially preferred norms, and when the person answers the questions based on those norms, despite having beliefs opposite to those norms. In the case of the current research, for example, the respondents might overstate the destination as positive, maybe because of the respect to the residents.

Up to date some methods have been identified as effective to at least reduce this bias. Using anonymous, self-administered surveys, adding statements to encourage honesty by assuring confidentiality and neutralizing answers are some of these methods (Bäckström & Björklund, 2014; Dodou & de Winter, 2014; Larson, 2019). In order to reduce this bias current research also followed several measures. Firstly, international tourists are sample population of this research, and this itself is believed to have decrease social desirability bias. Next, the respondents were well reassured of the anonymity and confidentiality of the questionnaire, and a participant information sheet was included along with the questionnaire. Furthermore, the questionnaire was self-administered to assure anonymity, to increase carefulness and accuracy in responding. Also, sequence of the questions was considered in order to reduce the bias. For example, open-ended questions were asked before closed-end questions of destination image perceptions with the precaution of having the answers free from hints from the closed questions. Also, dependent and independent variables were positioned so that they do not appear in sequence.

### **3.11 Structure of the questionnaires**

As mentioned, two sets (pre- and post-visit) of self-administered questionnaires were developed (Appendices 1, 2). A pre-visit questionnaire consisted of 16 questions. The first three questions (i.e., Questions 1, 2 and 3) asked about types and frequency of information sources used and relevant importance of information sources. Questions 4 on environmental responsibility as a tourist was included for the purpose of common method bias. Question 5 consisted of the affective image scale. Questions 6 and 7 were open-ended questions; as suggested and implemented by Jenkins (1999) and Hsu, Wolfe, and Kang (2004) the open-ended questions were put before structured image questions to ‘offer a spontaneous window

on the image held by tourists' (p. 8). Question 8 asked perceptions of overall image. Question 9 contained statements about cognitive image. Question 10 included motivational items to measure respondents' motivations to travel to the destination. Question 11 and 12 served for the screening purpose to enable exclusion of repeat visitors from the analysis and to select only the leisure travellers. Questions 13, 14, 15 and 16 were to identify gender, age group, country of residence and educational level, respectively. To sum up, the pre-visit questionnaire can be divided into 4 sections:

- Information sources and a marker variable – questions 1 to 4;
- Destination image perceptions – questions 5 to 9;
- Motivations – question 10;
- Demographics – questions 11 to 16.

The post-visit questionnaire contained 10 questions. Questions 1 to 5 repeated the destination image questions in the pre-visit questionnaire. Question 6 was on quality perceptions, while question 7 was on value perceptions. Question 8 asked to rate overall satisfaction with the trip experience. Question 9 captured the level of difference in the cultural perceptions in comparison of the respondent's home country and the tourist destination. The final question included the items on word-of-mouth intentions. So, to sum up following four sections can be differentiated in the post-visit questionnaire:

- Destination image perceptions – questions 1 to 5;
- Evaluation outcome variables of perceived quality, perceived value and satisfaction – questions 6, 7, 8;
- Cultural differences – question 9;
- Future behavioural intentions – question 10.

As discussed in the literature review chapter, it should be reminded that the variable quality was excluded from the analysis, as it appeared to test service quality, rather than experience quality. Major issue was that the measurement of quality is problematic in destination image area; some studies have used cognitive image items as a measure of quality, while others used service quality measures. As such, correct measure could not be found. Also, questions on familiarity (i.e., information sources), motivations and cultural differences had to be eliminated from further analysis. The purpose from these questions was to test for moderating effects, but it was not possible due to limited variance in the sample.

### **3.12 Measurements of the variables**

The purpose of the current chapter is to present how the variables were measured in the questionnaires. Table 8 summarizes the measurement items and scales of the variables examined. Further, the measurement of each variable is discussed in more detail.

Based on the articles in several tourism journals (i.e., *Journal of Travel Research*, *Tourism Management* and *Annals of Tourism Research*) for the past ten years (Dolnicar & Grün, 2013) found that 89% of all empirical research on destination image used five- or seven-point Likert scales. Similarly, Hosany et al. (2006) confirmed five- or seven-point Likert-type semantic differential scales with structured research designs is dominant in destination image studies. Jenkins (1999), as well, identified the predominance of the structured method in destination research area which involves subjectively rating a priori list of items measured on a Likert-type and semantic differential scales. Following existing studies (Agapito et al., 2013; Baloglu & Mangaloglu, 2001; Beerli & Martín, 2004; Bigné Alcañiz et al., 2009; Chen Joseph & Gursoy, 2001) and for its established validity and reliability by previous studies (Chiu et al., 2016; Dolnicar & Grün, 2013) the Likert-type scale was applied for most of the variables, and were measured through a 5-point scale (1=strongly disagree and 5=strongly agree) (Table 8).

Table 8 Conceptual constructs and their measurement

Constructs	Authors	Variables	Measurement
Cognitive image	Baloglu and McCleary (1999); Beerli and Martín (2004); Chen and Phou (2013); Choi and Cai (2016); Eusébio and Vieira (2013); Huang et al. (2013); Lai and Li (2012); Lee et al. (2014a); Li and Stepchenkova (2012); Martín-Santana et al. (2017); Prayag and Ryan (2012); Qu et al. (2011); Styliadis et al. (2016)	<p>It has interesting historical sites</p> <p>It has beautiful architecture</p> <p>It has unique customs and culture</p> <p>It has appealing local food</p> <p>It has appealing lakes, mountains and deserts</p> <p>It has unpolluted/unspoiled environment</p> <p>It has pleasant climate</p> <p>It is not overcrowded</p> <p>It offers good facilities for travel information</p> <p>It has modern roads and airports</p> <p>It has good standard hygiene and cleanliness</p> <p>It is a safe destination to travel</p> <p>Local people are hospitable and friendly</p>	<p>A five-point Likert-type scale</p> <p>(1=strongly disagree; 5=strongly agree)</p>
Affective image	Baloglu et al. (2014); Baloglu and McCleary (1999); Hosany et al. (2006); Lee et al. (2012); Papadimitriou et al. (2015); Qu et al. (2011); Rodríguez Molina et al. (2013);	<p>Sleepy – arousing</p> <p>Unpleasant – pleasant</p> <p>Gloomy – exciting</p> <p>Distressing - relaxing</p>	<p>A four-point bipolar scale</p> <p>(Very much; somewhat; neither;</p>

	Santana and Sevilha Gosling (2018); Son and Pearce (2005); Stylidis et al. (2017a)		somewhat; very much)
Overall image	Bigné Alcañiz et al. (2009); Papadimitriou et al. (2015); Prayag (2009); Stylidis et al. (2017b)	Very unfavourable Unfavourable Neutral Favourable Very favourable	Bipolar scale
Open-ended questions on unique image	Choi et al. (1999); Echtner and Ritchie (1993); Huang et al. (2013); Hui and Wan (2003); Li (2012); Pan and Li (2011); Stepchenkova and Li (2012); Stepchenkova and Morrison (2008)	What images or characteristics come to mind when you think of Uzbekistan as a vacation destination? Please describe your answer in up to three words  How would you describe the atmosphere or mood that you would expect to experience while visiting X? Please describe your answer in up to three words	

Perceived value	Chen and Tsai (2007); Palau-Saumell et al. (2016)	Trip in X is good value for my money Trip in X is good value for my time Trip in X is good value for my effort Prices are low in X	A five-point Likert-type scale (1=strongly disagree; 5=strongly agree)
Overall satisfaction	Assaker and Hallak (2013); Baloglu et al. (2004); Bigné et al. (2001); Chen and Tsai (2007); Phillips et al. (2013); Styliadis et al. (2017a)	Very unsatisfied Unsatisfied Neutral Satisfied Very satisfied	Bipolar scale
Word-of-mouth intentions	Eid et al. (2019); Lee et al. (2005)	I would recommend X to family and friends I would say positive things about X to others I would recommend X to those who want advice	A five-point Likert scale (1=not at all likely; 5=extremely likely)



### **3.12.1 Operationalization of the cognitive image**

As stated in the above research methods section, research in destination image is well-established with tested scales of quantitative approach (Becken et al., 2017), and structured questionnaire is widely applied measurement of cognitive attributes (Pike & Kotsi, 2016). Nonetheless, an agreement over cognitive image measurement has yet to be achieved, whereas affective image measurement is consistent in most studies (Bigné Alcañiz et al., 2009). This is still true despite destination studies practicing cognitive image measurement far before the introduction of affective image. Therefore, practicing different cognitive attributes of destinations is common in empirical studies, and the number of cognitive attributes used varies from study to study.

Again, as Eusébio and Vieira (2013) posited, the number and nature of the attributes of a destination varies for each destination. Most studies have used more than ten attributes, but there are also studies that used less than ten. For instance, Phillips et al. (2013) in their study of North Dakota, USA, used eight attributes, while Chiu et al. (2016) in their study of Korea's image used seven items to operationalize cognitive image. Also, there are studies that have taken less-attentive measurers. For example, Kim (2018) (on the impact of memorable tourism experiences on loyalty behaviors) used six items, Park et al. (2019) five items (i.e., good shopping facilities; beautiful nature; food diversity; good accommodation system; clean environment), Hasan Md et al. (2019a) four items (scenery and natural attractions; climate and weather; unpolluted and unspoiled environment; exciting and interesting place), Su et al. (2017), Whang et al. (2016) (i.e., historical monuments; historical buildings; exotic culture), and Prats et al. (2016) (transport infrastructure; tourist infrastructure; leisure and recreation possibilities) three items.

Although a standard scale might be preferable to generalize the findings, the existence of various tourism types (e.g., cultural, wetlands, religious) can explain the abundance of different items used in the measurement scale of each study. Also, as Crompton (1979, cited in Tapachai & Waryszak, 2000) noted, certain evaluation attributes, but not all attributes of image have impact on tourists' decision making. Above all, each tourism destination is unique (Echtner & Ritchie, 2003) because there always exist destination-specific attributes (Gallarza et al., 2002).

The empirical studies (e.g., Chiu et al., 2016; Kim et al., 2013; Stylidis et al., 2017b) still rely on existing literature to structure the attributes for measuring cognitive image and integrating several empirical studies to measure destination image is a common practice (Santana & Sevilha Gosling, 2018). At the same time, the characteristics of the destination should be considered. For this purpose, the studies usually seek expert opinions.

Following this practice, the first step was to identify universal attributes through literature review bearing in mind that the primary data collection context is a cultural touristic destination. The items were derived from existing studies as shown in Table 9. The attributes were appropriate on the context of the destination under the research (i.e., Uzbekistan). Also, the attributes used in these studies are corresponding, and the studies are published in highly ranked journals (i.e., *Annals of Tourism Research*; *Tourism Management*; *Journal of Travel Research*).

Furthermore, the identified attributes from these studies are reported as frequently measured in the studies that provided a list of cognitive attributes adopted by majority of empirical studies (Assaker, 2014; Gallarza et al., 2002; Govers & F.M, 2003; Jenkins, 1999; Li et al., 2015; Stylidis et al., 2016; Yilmaz et al., 2009). For example, Jenkins (1999) identified attributes scenery, natural attractions, climate, friendliness and hospitality of local people have been used in 28 studies, while Gallarza et al. (2002) reported 16 attributes commonly used by destination image researchers. According to these studies, natural and cultural attractions, hospitality of locals, safety, climate are among the frequently measured attributes. Further, based on the analysis of user generated content Serna, Gerrikagoitia, and Alzua (2013) reported that among the dimensions included to capture destination image the dimension covering natural and cultural resources had a major effect in shaping cognitive destination image.

Next thing to note was that the attributes should not be limited to either functional or psychological characteristics. Echtner and Ritchie (2003) posited that the product information processing put forward by MacInnis and Price (1987) holds its application in the case of destination image processing in tourists. As per this notion, the product information is processed through a combination of discursive (i.e., attribute-based) and imagery (holistic) modes. With reference to this point and an examination of definitions of destination image, the authors postulated that destination image is the combination of three continuums within attribute and holistic impressions: functional-psychological, attribute-holistic, and common-

unique. The authors suggest being considered complete a destination image measurement should contain attributes and holistic impressions with both functional and psychological characteristics. This approach has gained its empirical support. Functional attributes are those that are easy to directly observe (e.g., weather, accommodation), while psychological attributes are relatively vague (e.g., safety, friendliness).

Having identified the frequently measured attributes, the second step was to identify destination-specific characteristics. For this purpose, the projected attributes were scrutinized through a review of information sources, such as websites of tour agencies in Uzbekistan. After that, the cognitive image items selected through the literature review for the application in the questionnaire have been compared with promoted images. Further, in preparation of the final version of the questionnaire the study relied on the experience from the piloting study and the advice of the practitioners (i.e., tour guides). As a result, the attributes selected for the final list of the cognitive image measurement comprised 13 items (Table 9).

To sum up, the process of constructing cognitive image measurement included creating the first list based on the frequently cited attributes from the empirical studies. After that the second list was prepared based on the promoted attributes of the destination. Based on the promoted images irrelevant attributes from the first list were deleted. Consequently, the final list consisted of 26 items. However, after the piloting it was reduced to 13 items because based on the response rates and the practitioners' advice only most relevant items were maintained. The differences between the piloting and the end questionnaires are discussed later in this chapter (page 220).

Table 9 Sources of the cognitive image measurement

<b>Authors</b>	<b>Items</b>	<b>Scale</b>
Baloglu and McCleary (1999) Beerli and Martín (2004) Eusébio and Vieira (2013) Stylidis et al. (2016) Prayag and Ryan (2012) Martín-Santana et al. (2017) Li and Stepchenkova (2012) Lai and Li (2012) Lee et al. (2014a)	It has interesting historical sites	A 5-point Likert scale (1=strongly disagree; 5=strongly agree)
Stylidis et al. (2016) Choi and Cai (2016) Lai and Li (2016)	It has beautiful architecture	A 5-point Likert scale (1=strongly disagree; 5=strongly agree)
Baloglu and McCleary (1999) Beerli and Martín (2004) Chen and Phou (2013) Qu et al. (2011) Stylidis et al. (2016) Prayag and Ryan (2012) Li and Stepchenkova (2012) Lai and Li (2012) Lee et al. (2014a)	It has unique customs and culture	A 5-point Likert scale (1=strongly disagree; 5=strongly agree)
Baloglu and McCleary (1999) Qu et al. (2011) Stylidis et al. (2016) Martín-Santana et al. (2017) Huang et al. (2013)	It has appealing local food	

Beerli and Martín (2004) Chen and Phou (2013) Lai and Li (2012); Lee et al. (2014a)	It has appealing lakes, mountains and deserts	A 5-point Likert scale (1=strongly disagree; 5=strongly agree)
Baloglu and McCleary (1999) Qu et al. (2011) Martín-Santana et al. (2017) Lee et al. (2014a)	It has unpolluted/unspoiled environment	A 5-point Likert scale (1=strongly disagree; 5=strongly agree)
Baloglu and McCleary (1999) Beerli and Martín (2004) Qu et al. (2011) Martín-Santana et al. (2017) Lai and Li (2012)	It has pleasant climate	A 5-point Likert scale (1=strongly disagree; 5=strongly agree)
Beerli and Martín (2004) Lai and Li (2012)	It is not overcrowded	A 5-point Likert scale (1=strongly disagree; 5=strongly agree)
Beerli and Martín (2004) Qu et al. (2011) Lai and Li (2012) Huang et al. (2013)	It offers good facilities for travel information	A 5-point Likert scale (1=strongly disagree; 5=strongly agree)
Beerli and Martín (2004) Martín-Santana et al. (2017) Lai and Li (2012) Huang et al. (2013)	It has modern roads and airports	A 5-point Likert scale (1=strongly disagree; 5=strongly agree)

Baloglu and McCleary (1999) Beerli and Martín (2004) Stylidis et al. (2016) Martín-Santana et al. (2017) (Lai & Li, 2012) Lee et al. (2014a)	It has good standard hygiene and cleanliness	A 5-point Likert scale (1=strongly disagree; 5=strongly agree)
Baloglu and McCleary (1999) Beerli and Martín (2004) Chen and Phou (2013) Qu et al. (2011) Lai and Li (2012) Lee et al. (2014a)	It is a safe destination to travel	A 5-point Likert scale (1=strongly disagree; 5=strongly agree)
Baloglu and McCleary (1999) Beerli and Martín (2004) Chen and Phou (2013) Qu et al. (2011) Stylidis et al. (2016) Lai and Li (2012) Lee et al. (2014a)	Local people are hospitable and friendly	A 5-point Likert scale (1=strongly disagree; 5=strongly agree)

### **3.12.2 Operationalization of the affective image**

As stated in the literature review chapter, in the scope of attitudes, affect is defined as feelings and emotions that an individual experiences towards the object – in this case, the destination (van Harreveld, Nohlen, & Schneider, 2015). Majority of the studies have adopted Russel, Ward and Pratt's (1981, cited in Becken et al., 2017) response-grid for the measurement of affective image. However, they differ in the importance that they give to the items in this scale; some using its two (Agapito et al., 2013; Beerli & Martín, 2004; Beerli & Martín, 2004; Pike & Ryan, 2004), three (King et al., 2015) or all four items (Baloglu, 2001; Baloglu & Mangaloglu, 2001; Baloglu & McCleary, 1999; del Bosque & Martín, 2008; Hosany et al., 2006; Qu et al., 2011; Son & Pearce, 2005; Styliadis et al., 2017a). As per the discussion by Agapito et al. (2013) the rationale to use two dimensions instead of four is that the two scales serve as the main scales with their feature as a combination of the two others. However, as Baloglu and McCleary (1999) suggested the application of all the four items in the scale is a way to increase its reliability. Therefore, following the original scale, current study applied all four bipolar items (i.e., sleepy-arousing, distressing-relaxing, gloomy-exciting, unpleasant-pleasant) for the measurement of affective image.

### **3.12.3 Operationalization of the overall image**

There exist two measures of overall image: calculating the average of attributes and directly determining the level of favourableness of overall image perceptions (Prayag, 2008). The former approach bears a risk of omitting some relevant attributes (Castro et al., 2007) and average of attribute scores is not equal to overall image (Styliadis et al., 2017b). Therefore, measuring overall image through levels of positive and negative perceptions has gained a wide application; it has been approached as a better technique for the inclusion of destination's all relevant attributes compared to calculating the sum of the attributes (Prayag, 2009). Furthermore, Bergkvist and Rossiter (2007) empirically showed no difference in the predictive validity of the multiple- and single-item measures, meaning that theoretical tests and empirical findings would be equal no matter if single- or multi-item measures were to be used, concluding that for many constructs in marketing a single-item measure are well suitable if the object under measure can be easily and uniformly imagined. Hence and following majority of the studies (e.g., Baloglu et al., 2014; Baloglu & McCleary, 1999; Beerli & Martín, 2004; Bigné Alcañiz et al., 2009; Bigné et al., 2001; Papadimitriou et al.,

2015; Prayag, 2009; Qu et al., 2011; Styliadis et al., 2017a), current study measured overall image perceptions on a single item 5-point scale (1=very unfavourable and 5=very favourable).

#### **3.12.4 Open-ended questions of unique image**

The application of structured-only questionnaires has been criticised to bear negative effect on the validity due to its risk to omit salient attributes specific to the destination (Pike & Kotsi, 2016). Therefore, Echtner and Ritchie (2003; 1993) proposed a mix of structured and non-structured survey methods as an imperative in order to capture the unique components. Since then, several studies have incorporated open-ended questions to identify unique features of the destination image (Choi et al., 1999; Huang et al., 2013; Iordanova, 2015; Li & Stepchenkova, 2012; Tasci et al., 2007). However, not all the studies adopted the three questions approach. Stepchenkova and Morrison (2008) applied the two open-ended questions of Echtner and Ritchie (2003). On the other hand, Sahin and Baloglu (2011) used two more questions in addition to the three.

Similarly, current study asked open-ended questions to identify unique features for the descriptive purposes, and to confirm the cognitive image measurement the study applied did not miss any important attributes. One out of three questions of Echtner and Ritchie (1993) was dropped out due to high non-response and highly matching in the piloting questionnaires; the piloting respondents repeatedly commented ‘same as’, ‘as above’ to question three or left it unanswered (details are included under ‘The pilot testing’). First and second of the following questions by Echtner and Ritchie were directly adopted without modification:

- What images or characteristics come to mind when you think of X as a vacation destination? (functional holistic component)
- How would you describe the atmosphere or mood that you would expect to experience while visiting X? (psychological holistic component)
- Please list any distinctive or unique tourist attractions that you can think of in X. (unique component).

#### **3.12.5 Operationalization of the perceived value**

Despite often being recognized as a multidimensional concept value is mostly operationalized as a single-item scale through the quality received for the price paid, or as value for money



paid (Gallarza & Gil Saura, 2006). Nevertheless, authors in favour of a multi-dimensional construct of value affirm it is narrow and too simplistic accepting value as a trade-off between quality and price (Sweeney & Soutar, 2001), and thus, a single-item scale is not enough to capture the whole concept of perceived value. Moreover, measurement of its affective factors is equally important with measurement of its cognitive factors (Prebensen et al., 2012).

In agreement with advantages of measuring perceived value as a multi item construct, current study measured it through time value, money value and effort value, following Chen and Tsai (2007) and Palau-Saumell et al. (2016). Compared to overall measure of value this approach would prevent limiting value perceptions purely in monetary terms, because for a tourist – who is traveling far away from home destination, time and effort might be equally or even more important than money.

### **3.12.6 Operationalization of the overall satisfaction**

Similar to overall image, satisfaction has a single item and attribute-based measurement. Nevertheless, overall satisfaction is the heavily applied approach. This is probably due to vagueness in attribute-based measurements. For example, to measure attribute satisfaction with the festival Pechlaner et al. (2013) used items like ‘satisfaction with the variety of cultural offerings’ and ‘satisfaction with the information about cultural offerings. Next, Rice and Khanin (2019) measured attribute satisfaction with items such as environment, attractions, and activities. In other studies, these items are used as a measure of destination image. Similarly, Um et al. (2006) affirmed that the measurement of attribute satisfaction through the evaluation of destination attributes ‘could not be regarded differently from quality of destination performance’ (p. 1445).

Moreover, studies affirm that satisfaction with a specific attribute does not guarantee overall satisfaction (De Nisco et al., 2015). Therefore, overall satisfaction is a way to have an insight into a broader picture than the sum of attributes. According to Prayag (2009) global evaluations of overall image and overall satisfaction is adequate to understand the relationships of these constructs with other evaluation constructs. Indeed, the research by Chung and Petrick (2013) focused on investigating attribute and overall satisfaction and found that the sum of attribute-based satisfaction is not equal to overall satisfaction. Therefore, they concluded that overall satisfaction represents more than aggregate

satisfaction. Hence, a single item measure of satisfaction is a widely accepted approach in this study area (e.g., Assaker & Hallak, 2013; Baloglu et al., 2004; Bigné et al., 2001; Chen & Tsai, 2007; Phillips et al., 2013; Suhartanto et al., 2016; Tang, 2014). Considering these points, current study conceptualized overall satisfaction is more than the sum of attribute satisfaction and measured overall satisfaction with a single item.

### **3.12.7 Operationalization of the word-of-mouth intentions**

In the literature review chapter, it was argued that studies heavily concentrate on revisit intentions, and rarely measure word-of-mouth intentions as an independent variable. Several factors were discussed to stress the importance of word-of-mouth intentions. For example, tourists are mostly novelty seekers, especially, those that travel with cultural motivations to a destination like Uzbekistan – the destination that the current study chose for its primary data collection. Therefore, they tend to choose different destinations for their next travel. Easy access to information and online reviews is another reason that word-of-mouth probably deserves more attention.

Studies, again, differ in the number of items they chose to measure tourists' revisit intentions. The same applies to those that operationalized behavioural intentions through intentions to recommend. For example, Eid et al. (2019) used four items, Papadimitriou et al. (2018) three items, while Styliadis et al. (2017b) chose a single item measure.

Current study adopted a three-item measure of word-of-mouth on a 5-point scale (1=not at all likely and 5=extremely likely) (Eid et al., 2019; Lee et al., 2005).

## **3.13 Ethical considerations**

In accordance with the ethical guidelines of the University of Salford an ethical approval was obtained from the Research, Innovation and Academic Engagement Ethical Approval Panel prior to commencing the data collection process (Appendix 3).

Conducting research requires to prioritise dignity of the participants. As such, the researcher was bound to follow certain ethical considerations since obtaining the primary data of the current study involved human subjects. Upon collecting the data, it was ensured that the participant is fully informed of the research purpose, the data collection process, and the ethical procedure that the study guaranteed to undertake. For this purpose, in approach to

every potential respondent the intention of inviting them to participate in the survey was expressed. If they agreed to spare a couple of minutes the explanation of ethical matters was followed. Firstly, the researcher and the University that reviews the study was introduced and their contact details revealed. Next, the purpose for conducting the survey (which is related to the research aim and objectives), the data collection points, the reason why the sample population chosen is international tourists in Uzbekistan were all revealed. Further, the ways that would be followed for maintaining the confidentiality and anonymity were explained, which included storage of the data in locked cabinets and on a password protected computer and the right to choose not to expose their names, but instead to use a research code. Moreover, average time that might be required was stated and the right to withdraw from the survey at any time was assured. Finally, it was explained that there is no foreseeable risk, except a possibility of failure of data collection. Also, a participation information sheet (Appendix 4), which stated these in written form, was handed in alongside with the questionnaire, and each questionnaire included a cover page with the research title, name and contact details of the researcher and the University.

### **3.14 The pilot testing**

To test the validity and clarity of the survey questions, and to determine the best method to approach international tourists in Uzbekistan one-time point pilot testing was conducted with international tourists visiting Hast Imam Architectural Complex in Tashkent, Uzbekistan in April 2017. En-route survey collection method with actual tourists was chosen for its ability to reveal real challenges that might arise during the data collection, which was especially necessary for the destination like Uzbekistan where academic research with primary data collection in the destination has not been reported. Besides, on-site survey is a popular method in destination image research (Chiu et al., 2016; Noh & Vogt, 2013).

In total 152 tourists were approached, which resulted in 31 completed questionnaires. The piloting questionnaire was handed in together with a participant information sheet which ensured strict confidentiality and explained that participation in the survey is voluntary and that the respondent can pull out of it at any time. It also contained information on what the survey is about and the timing that might take to complete it (i.e., 15 minutes).

Several useful findings were obtained from the piloting process. Firstly, it revealed the difficulty of conducting on-site data collection in the selected destination, because the tourists

were mainly travelling in group tours and the tour leaders expressed their concern of approaching tourists in their groups. Secondly, the attempt to ask for respondents' emails for the follow-up post visit questionnaire was unsuccessful. Thirdly, the tourists complained about the length of the questionnaire and unsuitability of some questions for them since they are at the start of their tours. Fourthly, the questionnaires were considered time consuming by the respondents.

The piloting experience showed that tourists travel to the destination mostly in groups through tour agencies, and that reaching tourists directly was challenging. Therefore, travel agencies in Uzbekistan had been contacted for four weeks to request their assistance in conducting the survey with tourists for actual data collection. However, on receipt of the questionnaires they expressed disagreement about the length of the questionnaire.

Furthermore, the piloting test revealed the questions with low response rate. For example, non-response was high in questions like cognitive image and motivations. Also, the respondents gave the same answer or wrote down "see above", "same as" to open-ended questions. Table 10 and 11 present frequency analysis to open-ended questions performed on SPSS. As can be seen questions 'What images or characteristics come to mind when you think of Uzbekistan as a vacation destination?' (Table 10) and 'List any distinctive or unique tourist attractions that you can think of in Uzbekistan' (Table 11) were given same answers.

Table 10 Frequency analysis of the open-ended questions on images and characteristics of Uzbekistan

Images and characteristics about Uzbekistan	Responses	
	N	%
Nice weather	1	2.0
Coran, mosques	2	3.9
Blue domes, couples, colours	3	5.9

Table 11 Frequency analysis of the open-ended question on unique image of Uzbekistan

Unique image of Uzbekistan	Responses	
	N	%
Coran	2	5.7
Architecture	1	2.9
Historic	1	2.9
Nature	1	2.9

Architecture	13	25.5		Samarkand	12	34.3
Clean public spaces, green spaces, Landscapes, Nature	11	21.6		Khiva	13	37.1
History, historical place	7	13.7		Bukhara	5	14.3
Samarkand, Samarkanda	2	3.9		<b>Total</b>	35	100
Cultural heritage	1	2.0				
Interesting	3	5.9				
Friendly people	8	15.7				
<b>Total</b>	<b>51</b>	<b>100</b>				

As a result of the piloting process which revealed increase in non-response due to similarity in questions and scale items, and the strict request made by the travel agencies the questions had to be reviewed for possible amendments with precautions considering the frequency of use by other studies, relative importance and relevance in the study's context. The accuracy and structure of the questionnaire were also amended accordingly. Table 12 in the next page gives the content of the piloting questionnaire and implemented adjustments with the steps taken before applying the changes.

Table 12 The piloting questionnaire and the changes implemented

Question N	Final questionnaire	Changes applied	Construct measured
<p>Q1. Have you heard/seen about Uzbekistan from following information sources? (tick all relevant)</p> <ul style="list-style-type: none"> <li>• Tour operators</li> <li>• Brochures/travel guides</li> <li>• Direct mail from the destination</li> <li>• Travel agents</li> <li>• Advertisements</li> <li>• Airlines</li> <li>• Articles/news</li> <li>• Friends/family members</li> </ul>	<p>Have you heard or seen about Uzbekistan from following information sources? (tick all relevant)</p> <ul style="list-style-type: none"> <li>• Tour operators/travel agents</li> <li>• Brochures/travel guides</li> <li>• Advertisements</li> <li>• Articles//news/books</li> <li>• Social media</li> <li>• Friends and family</li> </ul>	<p>The piloting results, information from the tour guides and further review of online sources revealed the options not relevant to the tourists to Uzbekistan. Therefore, the answer options that were not relevant were excluded, and replaced with the one that are relevant</p>	<p>Type of information sources</p>
<p>Q2. How often have you seen, heard or read information about Uzbekistan?</p>	<p>No change implemented</p>		<p>Frequency of information sources</p>

<ul style="list-style-type: none"> <li>• Never</li> <li>• Rarely</li> <li>• Occasionally</li> <li>• Often</li> </ul>			
<p>Q3. Please indicate importance of information sources in your travel destination choice. For each item on the left tick one of the five categories (1=very important, 5=not important)</p> <ul style="list-style-type: none"> <li>• Professional advice (tour operators, travel agents, airlines)</li> <li>• Word-of-mouth (friends, relatives, social clubs)</li> <li>• Advertisements (print or broadcast media)</li> <li>• Books/movies/news</li> </ul>	<p>Please indicate importance of these information sources in your travel destination choice. For each item on the left tick one of the five categories</p> <ul style="list-style-type: none"> <li>• Professional advice (tour operators, travel agents, airlines)</li> <li>• Friends and relatives</li> <li>• Advertisements</li> <li>• Books/news/movies</li> <li>• Social media</li> </ul>	<p>The reason in the above Q1 applies</p>	<p>Importance of information sources</p>

<p>Q4. Please indicate the extent of your agreement/disagreement for each item on the left. Tick one of the five categories (1=Strongly agree, 5=Strongly disagree)</p> <ul style="list-style-type: none"> <li>• Generally speaking, the higher the price of the product, the higher the quality</li> <li>• The old saying “you get what you pay for” is generally true</li> <li>• You always have to pay a bit more for the best</li> <li>• The price of a product is a good indicator of its quality</li> </ul>	<p>Excluded from the final questionnaire</p>	<p>Following the guidelines for common method bias by Simmering, Fuller, Richardson, Ocal, and Atinc (2015) and Siemsen, Roth, and Oliveira (2009) the piloting questions 4 and 5 were included as marker variables to control for common method bias. However, the response rates were very high for these questions. Besides, since the final pre and post visit questionnaires were ensured to be completed from the same respondents, but in different time points common method bias was not a threat. For these reasons, these questions were excluded from the final questionnaire</p>	<p>Common method bias</p>
<p>Q5. Please indicate the extent of your agreement/disagreement for each item on the left. Tick one of</p>	<p>The same as in Q4 applies</p>		



the five categories (1=Strongly disagree, 5=Strongly agree)

- It is difficult for a visitor to behave in an environmentally responsible way
- When holidaying I give myself a break from being too strict on being careful environmentally
- I am responsible for my environmental behaviour even with limited choices, such as a tourist
- I continue vigilance about the environmental impact of my behaviour, when visiting another city

Q6. What images or characteristics come to mind when you think of Uzbekistan as a vacation destination?	What images or characteristics come to mind when you think of Uzbekistan as a vacation destination? Please describe your answer in up to three words	In the final questionnaire to facilitate comparisons it was asked to limit the answer to up to three words	In accordance with frequently cited guidelines by Echtner and Ritchie (2003) open-ended questions were used to capture holistic and unique features
Q7. How would you describe the atmosphere or mood that you would expect to experience while visiting Uzbekistan?	How would you describe the atmosphere or mood that you would expect to experience while visiting Uzbekistan? Please describe your answer in up to three words	As in the previous open-ended question it was asked to limit the answer to up to three words	The same in Q6 applies

Q8. List any distinctive and unique tourist attractions that you can think of in Uzbekistan	Excluded from the final questionnaire	This is one of the three open-ended questions by Echtner and Ritchie (2003) that meant to capture holistic and unique images. In the piloting (Tables 1 and 2), this gained low response and most responses contained comment “see above”. Similarly, Stepchenkova and Morrison (2008) also reported that this question in addition to other two open-ended questions were responded as “same as”, “see above” comments. Therefore, taking into consideration the practicality this question was excluded in the final questionnaire	
<p>Q9. How important are the following criteria in the choice of your travel destination? For each item on the left tick one of the five categories (1=Not important, 5=Very important)</p> <ul style="list-style-type: none"> <li>• Experiencing new cultures/ways of life</li> <li>• Discovering different new places</li> <li>• Developing close friendships</li> </ul>	<p>How important are the following criteria in the choice of your travel to Uzbekistan?</p> <ul style="list-style-type: none"> <li>• Experience cultures and ways of life</li> <li>• Experience different new places</li> <li>• Rest and relax</li> <li>• Take break from routine</li> <li>• Interact with local people</li> </ul>	The piloting Q9 contained 14 items. It was reduced to 12 in the final questionnaire. As a result of the piloting and the advice from the tour guides, irrelevant items were removed, and wording was slightly amended. In destination image studies, no study has used the same measure for tourists’ motivations, since motivations of tourists change in accordance with characteristics of the destination	Motivations of tourists to Uzbekistan

<ul style="list-style-type: none"> <li>• Meeting people with similar interests</li> <li>• Rest and relaxation</li> <li>• Escaping from the routine</li> <li>• Seeking recreation and entertainment</li> <li>• Going to places that friends have not visited</li> <li>• Getting away from crowd</li> <li>• Intellectual improvement</li> <li>• Attending cultural events</li> <li>• Alleviating stress and tension</li> <li>• Seeking adventure and pleasure</li> </ul>	<ul style="list-style-type: none"> <li>• Enjoy time with friends who travel together</li> <li>• Enjoy peace and tranquillity</li> <li>• Enrich myself intellectually</li> <li>• Experience local food</li> <li>• Experience unexpected</li> <li>• Have an adventure</li> <li>• Fulfil curiosity about Uzbekistan</li> </ul>		
<p>Q10. Please indicate your opinion on Uzbekistan as a travel destination (tick one)</p> <ul style="list-style-type: none"> <li>• Sleepy – arousing</li> <li>• Distressing – relaxing</li> </ul>	<p>Based on your expectations from your visit, please tick one of the five categories on each item to indicate your</p>	<p>The final questions were adjusted in accordance with pre and post visit questionnaires, through words “expectations” in the pre-visit and ‘experience’ in the post-visit questionnaire</p>	<p>Affective destination image perceptions</p>

<ul style="list-style-type: none"> <li>• Gloomy – exciting</li> <li>• Unpleasant – pleasant</li> </ul>	<p>opinion about Uzbekistan as a travel destination</p> <ul style="list-style-type: none"> <li>• Sleepy – arousing</li> <li>• Unpleasant – pleasant</li> <li>• Gloomy – exciting</li> <li>• Distressing - relaxing</li> </ul>		
<p>Q11. How would you describe your overall image towards Uzbekistan?</p> <ul style="list-style-type: none"> <li>• Very unfavourable</li> <li>• Unfavourable</li> <li>• Neutral</li> <li>• Favourable</li> <li>• Very favourable</li> </ul>	<p>How would you describe your overall image towards Uzbekistan before your visit?</p> <ul style="list-style-type: none"> <li>• Very unfavourable</li> <li>• Unfavourable</li> <li>• Neutral</li> <li>• Favourable</li> <li>• Very favourable</li> </ul>	<p>The pre visit question was adjusted with “before your visit”, and post visit question with “after your visit” statements</p>	<p>Overall destination image</p>
<p>Q12. On the left are statements about Uzbekistan. Please indicate how you feel about each statement. Tick one of the five</p>	<p>On the left are statements about Uzbekistan. Please indicate how you feel about each statement based on your</p>	<p>The piloting question contained 26 statements, while it was 13 in the final questionnaire.</p> <p>The reason for the change was the piloting results and advice from the tour guides. Not a single destination image</p>	<p>Cognitive destination image</p>

<p>categories (1=Strongly agree, 5=Strongly disagree)</p> <ul style="list-style-type: none"> <li>• It is a destination with strong oriental culture</li> <li>• It has interesting historical sites and museums</li> <li>• It has beautiful scenery</li> <li>• It has beautiful architecture</li> <li>• It has pleasant climate</li> <li>• It is a sunny destination</li> <li>• It has appealing lakes, mountains and deserts</li> <li>• It has unpolluted/unspoiled environment</li> <li>• It is a restful and relaxing place</li> <li>• It is an exotic destination</li> </ul>	<p>expectations from your visit.</p> <ul style="list-style-type: none"> <li>• It has interesting historical sites</li> <li>• It has beautiful architecture</li> <li>• It has unique customs and culture</li> <li>• It has appealing local food</li> <li>• It has appealing lakes, mountains and deserts</li> <li>• It has unpolluted/unspoiled environment</li> <li>• It has pleasant climate</li> <li>• It is not overcrowded</li> <li>• It offers good facilities for travel information</li> <li>• It has modern roads and airports</li> </ul>	<p>study has used the same items since destinations differ from each other. However, studies have identified mostly used destination image attributes (e.g., Gallarza et al., 2002; Govers &amp; F.M, 2003; Madden et al., 2016; Yilmaz et al., 2009). Therefore, the items to be remained in the final questionnaire considered the mostly used items in other destination image studies, and the features of Uzbekistan based on online sources and the literature (Fayzullaev, Cassel, &amp; Brandt, 2018).</p>	
---	---	--	--

<ul style="list-style-type: none"> <li>• It is destination with unique customs and culture</li> <li>• It is an urbanized destination</li> <li>• It has interesting cultural attractions</li> <li>• It offers many events and attraction (fairs/exhibitions/festivals)</li> <li>• It has convenient local transport</li> <li>• It offers good facilities for information/tours</li> <li>• It offers suitable accommodations</li> <li>• It is a holiday place for the family</li> <li>• Local people are hospitable and friendly</li> <li>• It has appealing local food</li> </ul>	<ul style="list-style-type: none"> <li>• It has good standard hygiene and cleanliness</li> <li>• It is a safe destination to travel</li> <li>• Local people are hospitable and friendly</li> </ul>		
--	--	--	--

<ul style="list-style-type: none"> <li>• It has modern roads and airports</li> <li>• It has good standard hygiene and cleanliness</li> <li>• It is a safe destination to travel</li> <li>• It is not overcrowded</li> <li>• It is a good place for trekking</li> <li>• It is a destination with strong oriental culture</li> </ul>			
<p>Q13. Have you ever been to Uzbekistan before? (tick one)</p> <ul style="list-style-type: none"> <li>• Yes (please continue to question 14)</li> <li>• No (please proceed to question 16)</li> </ul>	<p>Have you ever been to Uzbekistan before? (please tick one)</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>		<p>To identify first-time tourists to Uzbekistan</p>
<p>Q14. When did you last visit Uzbekistan?</p>	<p>Excluded because only the first-time travellers were decided as sample population in accordance with the study's aim</p>		



Q15. How many times have you been to Uzbekistan?	Excluded. The same in Q14 applies		
Q16. Please indicate your gender  <ul style="list-style-type: none"> <li>• Male</li> <li>• Female</li> </ul>	Q12. You are?  <ul style="list-style-type: none"> <li>• Male</li> <li>• Female</li> </ul>		For descriptive analysis
Q17. Give your age on September 2017  <ul style="list-style-type: none"> <li>• 18 – 24</li> <li>• 25 – 34</li> <li>• 35 – 44</li> <li>• 45 – 54</li> <li>• 55 – 64</li> <li>• 65+</li> </ul>	Q13. Please tick your age category as appropriate  <ul style="list-style-type: none"> <li>• 18 – 24</li> <li>• 25 – 34</li> <li>• 35 – 44</li> <li>• 45 – 54</li> <li>• 55 – 64</li> <li>• 65+</li> </ul>	Slight change in the wording of the question	For descriptive analysis
Q18. What is the highest level of education you have completed?  <ul style="list-style-type: none"> <li>• No education</li> <li>• Grade school</li> </ul>	Q15. Please tick your level of education  <ul style="list-style-type: none"> <li>• Grade school</li> <li>• High school</li> </ul>	‘No education’ was excluded from the answer category in accordance with piloting results, and information from the tour guides	For descriptive statistics

<ul style="list-style-type: none"> <li>• Higher school</li> <li>• Lower University degree</li> <li>• Higher University degree</li> </ul>	<ul style="list-style-type: none"> <li>• Lower University degree</li> <li>• Higher University degree</li> </ul>		
Q19. What is your nationality?	Excluded, instead only country of residency question remained to increase practicality		
Q20. What is your country of residency?	No change implemented		

## CHAPTER 4 Uzbekistan – the data collection site

Tourist destinations can be in several forms, such as cities, towns and countries, as long as they offer touristic features (e.g., accessibility, infrastructure and attractions) (Madden et al., 2016). As per Zhang et al. (2016), country image has been studied in the marketing as a factor that is related to the products. Further, Palau-Saumell et al. (2016) empirically confirmed country and destination image as different constructs and that the former is an antecedent of the latter. Despite, countries as tourist destinations are in the centre of vast amount of studies. In fact, Pike (2011) identified countries as the most researched type of destination. Likewise, Li et al. (2015) provided a table of studies based on destination types examined and identified countries as the most popular researched destination type. Josiassen et al. (2016b), as well, identified countries the most frequently investigated geographical destination levels, followed by geographical regions and cities. Similarly, Zhang et al. (2016) gave a list of studies that measured the destination image in the country context, and defined destination-country image 'as tourists' impression of a given country as a tourist destination' (p. 818).

Similar to these studies, a tourist destination under this study is Uzbekistan – a country that attracts tourists because of its three main ancient cities (i.e., Bukhara, Khorezm and Samarkand) stretched alongside different parts of the country. Almost all the tourists' itineraries include trips to these cities which requires at least three days in total.

Tourism development is critical for countries in the state of transition (Zaman et al., 2017), which is identical to Uzbekistan. Therefore, it is not surprising that the role of tourism in Uzbekistan is being recognised by the government as one of the strategic pillars to the country's economy. This is reflected in the positioning strategies for enhancing the destination's attractiveness. Part of Uzbekistan's attempt to develop tourism is reflected in "Great Silk Road Seminar" in 1994 – 2500th anniversary of Bukhara and the Silk Road project (Airey & Shackley, 1997). A Presidential decree 'Measures towards the revival of international tourism in Uzbekistan' assigned in 1995 manifests some attempts towards creating productive conditions for the development of international tourism (Airey & Shackley, 1997). For instance, it seeks to reduce barriers of issuing visas to international tourists. Another decree to support private travel enterprises, specifically 'Services Industry Development Program' was assigned in 2007 (Alieva, 2010). Kantarci (2007) stated that in 2007 there were over 500 licensed tourism enterprises in Uzbekistan, while in 1995 this number was reported as 200 (Airey & Shackley, 1997). Recently, in July 2018 Uzbekistan

introduced e-visa system for 51 countries and a 5-day transit visa-free procedure for 101 countries (United Nations, 2018). Nevertheless, limited literature in tourism has been conducted on Central Asia regions, including Uzbekistan (Airey & Shackley, 1997; Lee et al., 2012), while Western destinations have been in the central interest of empirical studies (Josiassen et al., 2016b). To address this gap Uzbekistan was chosen as the data collection site to achieve the empirical objectives of the study.

Officially the Republic of Uzbekistan is located in Central Asia (CA), which is consisted of Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan, and Turkmenistan – the five former Soviet republics (Lee et al., 2012). ‘Uzbekistan occupies a dominant geographical, political, and cultural position in CA. It is home to CA’s most productive agricultural fields, river valleys, and irrigated lowlands called Fergana Valley, which is considered a strategic place in CA’ (Kantarci, 2007, p. 310). It is a presidential republic and comprises of twelve provinces and one autonomous republic. In 1924 the country obtained the title of Uzbek Soviet Socialist Republic and in 1991, following the Soviet Union breakup, became an independent country: The Republic of Uzbekistan (Appendix 5).

The sources report Uzbekistan’s great potential for the tourism industry with its rich historical sites (Kurzman, 1999) associated with its large number of unique natural, cultural and historical heritage sites (Bulai et al., 2016). Besides, international inbound tourism of Uzbekistan has well developed roots from soviet regime (Airey & Shackley, 1997).

Therefore, it is not surprising that Uzbekistan (25%) comes as the second most popular Central Asia destination, after Kazakhstan (58.3%) (Kantarci, 2007). A significant potential for tourism in Uzbekistan is associated with its large number of unique natural, cultural and historical heritage sites (Bulai et al., 2016). Nevertheless, up to date no empirical study has been conducted on the destination image of Uzbekistan (Airey & Shackley, 1997; Lee et al., 2012).

According to the report by World Travel & Tourism Council (2018) total contribution of travel and tourism in Uzbekistan was 2.8% of GDP in 2017 and is forecasted to rise by 6.0% per annum by 2028. Moreover, as this data provides travel and tourism generated 98500 jobs in 2017, which was equal to 0.8% of total employment. Bulai et al. (2016) stated international visitation to Uzbekistan is strongly seasonal and the peak tourist season is between August – October. As per the authors, summer months June and July are unpopular for tourism because the country’s weather temperature reaches 47 degrees Celsius. ‘Cox & Kings saw a 163%

increase in passengers travelling to Uzbekistan in 2012 over 2011, and reports a 30% increase in bookings for its 2013 group trip' (Kellaway, 2013). According to the statistics by World Travel & Tourism Council (2018) international tourist arrivals was over 2 mln in 2018, and this number is expected to total 2,066,000 by 2028.

In general, Ramires et al. (2018) stated in recent years exponential growth in cultural motivations for travel has become the most prosperous. This is, as well, true in the case of Uzbekistan. Truly, in their survey of Mersin, Turkey residents Kantarci (2007) found cultural interest was the main travel motives to visit Central Asian countries. The culture and historical attractions of Uzbekistan have been admitted as its high potential for tourism development in international level (Airey & Shackley, 1997; Kantarci, 2007).

Baxtishodovich, Suyunovich, and Kholiqulov (2017) reported the country has over 4000 historical and cultural monuments, with 140 of them listed in the UNESCO World Heritage List. Most importantly to the country's tourism are the ancient cities Bukhara, Samarkand, Khiva, and Shahrisabz which are the four cultural sites of Uzbekistan included on the World Heritage List (Mentges, 2012). As per Wu, Chen, Chen, and Cheng (2014) heritage image represents the temporal dimension in the tourist's impression of cultural heritage sites. Bui and Le (2016) explained that the sites of global importance are recognized as World Heritage Sites (WHS) by the United Nations Educational Scientific and Cultural Organization (UNESCO), which leads the purpose to identify, promote, and protect unique cultural and natural sites. This title is proposed to call tourists' attention and affect their motivations to visit the site (Poria, Reichel, & Cohen, 2011). Although, in the case of tourists visiting Basilica of the Annunciation in Nazareth (Israel) the study by Poria et al. (2011) found having World Heritage title did not serve to attract tourists. Nevertheless, Ramires et al. (2018) stressed this title has a major impact on the flow of tourists. Empirically, Palau-Saumell et al. (2013) in the case of La Sagrada Família, Spain) demonstrated awareness that a site is listed as a UNESCO World Heritage Site has a positive moderating effect on tourists' emotions and their satisfaction with their experience. Further, scholarly articles consistently highlight Uzbekistan as the ancient Silk Route – the trade route between China and Europe. For example, relatively recent research identified the Silk Route as the centre of online discussion of travel to Uzbekistan (Baxtishodovich et al., 2017). The Silk Route has a twenty-five-century long history which served as a communication network and trade routes from Asia to Europe. As Lee et al. (2012) expressed, for almost two thousand years it has served an essential sea and land network of routes that facilitated exchange of not only commercial

goods, but also innovation, religion and philosophies among several nations in the East and West.

Besides scholarly sources, long-established sources such as guidebooks and more recent media forms like travel-blogs, were examined to gain experience-based insights of the images of Uzbekistan. While compared the consensus of information on the country's tourism resources provided in these sources and scholarly articles becomes evident. Although there are a number of tourism packages that are offered by the suppliers such as recreational tourism, ecotourism, ethnographical and adventure tourism, the main type that attract tourists remains as historical and cultural tourism (González-Rodríguez et al., 2016). Therefore, the cultural tour to ancient cities with historical buildings and monuments is the most emphasized one of all the referred categories. For example, the Lonely Planet's description of Uzbekistan includes general qualifications of the region as cultural and architectural with its ancient cities and the Silk Route (Lonely Planet, 2020).

## **4.1 Cultural sites of Uzbekistan**

Four cultural sites of Uzbekistan are acknowledged on the World Heritage List: Bukhara, Samarkand, Khiva, and Shahrisabz (Mentges, 2012). The tourist perception of the site as world heritage is conceptualized based on studies in human geography and the geography of heritage, suggesting that the perception of a space affects visitation patterns as well as site experiences' (Poria et al., 2011, p. 484). Although, in the case of tourists visiting Basilica of the Annunciation in Nazareth (Israel) the study by Poria et al. (2011) indicated having World Heritage Title did not serve as a 'magnet for tourists' (p. 490), nevertheless, Ramires et al. (2018) stressed its major influence on increase in tourist arrivals. Palau-Saumell et al. (2013) also demonstrated awareness that a site is listed as a UNESCO World Heritage Site has a positive moderating effect on tourists' emotions and their satisfaction with their experience. So, having cultural sites recognized in the World Heritage List might be another indication for Uzbekistan's potential to develop as a tourism destination.

Bukhara is more than two thousand years old and is crossed along the Silk Road. Bukhara is stated as one of the best examples of well-presented Islamic cities of the 10th to 17th centuries (UNESCO World Heritage Centre, 2019). Among locals and in the Islamic world Bukhara is known as the birth-place of Imam Bukhari – 'one of the most distinguished scholars of Hadith in Islamic history' (Blake, 2017). Also, Bulai et al. (2016) in his study that

focused on ‘Imam Al Bukhari Complex’ in Samarkand emphasized great potential for the destination’s religious tourism.

As the historical sources report, Samarkand was found in the 7th century B.C. as ancient Afrasiab. It reached significant advancement during the 14<sup>th</sup> and 15<sup>th</sup> centuries – the realm of Timurid sultans (UNESCO World Heritage Centre, 2017). The Registan mosque and madrasahs, the Shakhi-Zinda compound, the ensembles of Gur-Emir, and the Bibi-Khanum Mosque and Mausoleum are among major monuments in the city.

Khiva was the first to be listed in the World Heritage List in 1991. The records of Khiva go back to the 10th century. Khiva was divided into Ichan Kala (inner city) and Dishan Kala (outer city). ‘Itchan Kala has a history that spans over two millennia’ (UNESCO, 2019). Ruled by the dynasty of Genghisid Astrakhans it became the capital of the Khanate of Khiva in the 17th century.

## CHAPTER 5 Data analysis

This chapter includes the discussion of the specification of the constructs, evaluation of the measurement model and the structural model, and the hypotheses testing results. The evaluation of the structural model comprised verification of the  $R^2$  – the coefficients of determination,  $f^2$  – an evaluation of the effect sizes,  $Q^2$  – an evaluation of the predictive relevance, collinearity check, and the significance of the path coefficients.

### 5.1 Specification of the constructs

The model contains nine constructs, six of which are a multi-item and three single-item constructs. Specifically, the constructs are pre-visit cognitive image, pre-visit affective image, pre-visit overall image, post-visit cognitive image, post-visit affective image, post-visit overall image, perceived value, overall satisfaction and word-of-mouth intentions. Among these affective image, perceived value and word-of-mouth are reflective measures, indicated by the arrows from the constructs to the indicators. Cognitive image is a formatively measured construct with thirteen indicators. The rest of the constructs are operationalized by a single item for which distinction between formative and reflective measures is not applicable.

As per construct validity guidelines an initial step is specifying whether the construct is formative or reflective because incorrect specification exposes to the risk of Type I and Type II errors (Olaru & Hofacker, 2009). Besides, behind the concern of correctly conceptualizing the destination image are practical consequences for the management and marketing of the destination, since the decisions like identifying the focus, priorities and solutions for the destination management are determined by the scope and nature of the underlying concept (Pearce, 2014).

The concepts and guidelines are handy to decide which measure is appropriate for the construct under consideration. On the basis of the classical test theory, the reflective indicators reflect and depend on the underlying latent construct, and they represent a sample of all the items that might reflect the construct (Olaru & Hofacker, 2009). As such, this means that the indicators are manifestations of the construct (Bigovic & Prašnikar, 2015). In contrast, in the formative measure it is the combination of the indicators that establish the latent construct. Jarvis, MacKenzie, and Podsakoff (2003) provided a comprehensive



guideline to determine whether a construct should be modelled as formative or reflective. They note that based on classical test theory a construct is a function of the true score plus an error term, and a latent construct is assumed to cause observed variations in its measures, which is indeed appropriate in many instances. However, in other instances it is the measures that cause the latent construct, therefore direction of causality flowing from the measures to the latent construct. Another important nature of reflective indicators is that all the indicators are equally valid, and therefore an interchange between any two indicators is permissible. Consequently, this also means that removing a single indicator could lead to lower reliability estimates, such as Cronbach's alpha, but would not necessarily cause change in the construct validity. On the contrary, a formative construct assumes that each measure has a unique impact on the construct, and therefore dropping an indicator should be approached with caution. The criteria provided by the authors to specify the type of indicator measurement models is in Table 13, derived from the paper by Jarvis et al. (2003), and is presented with some modifications to keep it as simple and concise as possible through the main points.

Table 13 Decision rules for determining whether a construct is formative or reflective

	<b>Formative model</b>	<b>Reflective model</b>	<b>Decision for the current study – is the construct formative or reflective?</b>
1. Direction of causality from construct to measure implied by the conceptual definition	Direction of causality is from items to construct	Direction of causality is from construct to items	<p>Cognitive image: directions of causality is from items to construct because items in different nature in combination are causing the construct</p> <p>Affective image: direction of causality is from construct to items because the underlying construct is causing the items</p> <p>Perceived value: direction of causality is from construct to items because the underlying construct is causing the items</p> <p>WOM: direction of causality is from construct to items because the underlying construct is causing the items</p>
Are the indicators (items) (a) defining characteristics or (b)	Indicators are defining characteristics of the construct	Indicators are manifestations of the construct	Cognitive image: the indicators are defining characteristics of the construct. For example, interesting historical sites and appealing local

manifestations of the construct?			<p>food are different in nature, but still both are main attributes of destination image</p> <p>Affective image: the indicators are manifestations of the construct. For example, sleepy-arousing and gloomy-exciting are manifested by the underlying construct</p> <p>Perceived value: the indicators are manifestations of the construct. For example, value for effort and value for time are manifestations of the underlying construct</p> <p>WoM intentions: the indicators are manifestations of the construct. For example, recommend to family and friends and recommend to those who want advice are manifested by the underlying construct</p>
Would changes in the indicators/items cause changes in the construct or not?	Changes in the indicators should cause changes in the construct	Changes in the indicator should not cause changes in the construct	Cognitive image: Changes in the indicators can cause changes in the construct

			<p>Affective image: Changes in any of the indicators would not cause changes in the construct</p> <p>Perceived value: Changes in any of the indicators would not cause changes in the construct</p> <p>WOM: Changes in the indicator would not cause changes in the construct</p>
Would changes in the construct cause changes in the indicators?	Changes in the construct do not cause changes in the indicators	Changes in the construct do cause changes in the indicators	<p>Cognitive image: Change in the construct would not cause change in the indicators</p> <p>Affective image: Changes in the construct do cause changes in the indicators</p> <p>Perceived value: Changes in the construct do cause changes in the indicators</p> <p>WOM intentions: Changes in the construct do cause changes in the indicators</p>

2. Interchangeability of the indicators/items	Indicators need not be interchangeable	Indicators should be interchangeable	<p>Cognitive image: The indicators are not interchangeable. For example, beautiful architecture cannot be replaced by appealing local food because it is a unique attribute among the other measured attributes</p> <p>Affective image: the indicators can be interchanged. For example, sleepy-arousing can be replaced by gloomy-exciting</p> <p>Perceived value: the indicators can be interchanged. For example, value for effort and value for time allows to be replaced</p> <p>WOM: the indicators can be interchanged. For example, say positive to others and recommend to those who want advice allows to be replaced</p>
Would dropping one of the indicators alter the conceptual domain of the construct?	Dropping an indicator may alter the conceptual domain of the construct	Dropping an indicator should not alter the conceptual domain of the construct	<p>Cognitive image: dropping an indicator may alter the conceptual domain of the construct</p> <p>Affective image: dropping an indicator should not alter the conceptual domain of the construct</p>

			<p>Perceived value: dropping an indicator should not alter the conceptual domain of the construct</p> <p>WOM: dropping an indicator should not alter the conceptual domain of the construct</p>
--	--	--	---

Source: Jarvis et al. (2003)

Destination image studies that apply reflective measures commonly use information reduction techniques as a preliminary data analysis step (e.g., Chen et al., 2016; Kim, Lehto, & Kandampully, 2019a; Papadimitriou et al., 2015; Styliadis et al., 2017b).

As Jarvis et al. (2003) reported, information reduction techniques, especially factor and principal component analysis, are implemented by the majority of tourism studies as a measure of destination image construct. This is also confirmed by the study of Hui and Wan (2003) which identified multidimensional scaling, principal component analysis and factor analysis as the most commonly used statistical procedures for measuring destination image. Similarly, Pike (2002) in his meta-analysis of 142 papers from the period 1973 to 2000 identified factor analysis as the most popular data analysis technique applying it for the analysis of cognitive component of destination image.

Mikulić and Ryan (2018) identified that out of 75 articles 66 (88%) operationalized destination image as a reflective construct, while only 3 (0.4%) captured it as a formative construct, and the rest either used a single-item or simply did not model the destination image construct. However, Mikulić and Ryan (2018) argued that unless specified correctly, reflective approach can be problematic. Still, in many studies the specification errors are very evident. For example, Bigné Alcañiz et al. (2009) through confirmatory factor analysis verified the applicability of three components of the cognitive image and classified “good quality and infrastructure” and “unpolluted/unspoiled natural environment” under the same factor (Stylos & Andronikidis, 2013). However, there are few studies that have applied proper classifications. For example, EFA conducted by Santos Silva, Albayrak, Caber, and Moutinho (2016b) to determine destination attributes contains closely related items in each factor, such as comfort of local vehicles and frequency of transport services. Majority of studies, though, seem misinterpret measurement items under a reflective construct. As Santos Silva et al. (2016b) pointed out in order to achieve desired internal consistency misspecified as a reflective construct causes a drop-off of important indicators, despite the whole construct having satisfactory reliability and validity. For instance, a destination rich with cultural and historical sites would maintain more of its indicators and achieve a higher internal consistency value. On the other hand, using the identical indicators to measure perceptions of a destination with less cultural and historical sites would not fit the data well and would require removal of one or more of the indicators in order to achieve internal consistency, and thus resulting in ‘forced internal consistency and construct reliability’ (Mikulić & Ryan,

2018, p. 467), as a result becoming the cause for other problems – a consensus upon measurement operationalization and replication of studies.

Although reflective measures are popular in destination image studies, in recent studies it has become noticeable that formative constructs are gaining more attention (e.g., Bigovic & Prašnikar, 2015; Toudert & Bringas-Rábago, 2016). do Valle and Assaker (2016) reported that in tourism research studies involving formative measurement models are mostly published after 2012. After the discussion of the formative measurement issue in Annals of Tourism Research Prasnikar, Rajkovic, and Žabkar (2010) conceptualised perceived service quality as a formative latent construct. Also, the research paper by Žabkar et al. (2010) adopted ‘a novel methodological approach in tourism research (p. 538) by operationalizing the perceived quality as a formative construct. It mentions that business research generally practices reflective measurement based on the classical test theory wherein the causality direction runs from the latent construct to its indicators and that recently some constructs have been recognized to be indeed a combination of its measures where the practice of applying reverse causality, wherein the causality runs from indicators to the latent construct, is the most appropriate.

Nevertheless, as accentuated by Kock et al. (2016) the crucial reason for the choice of formative construct is that reflective measure is not feasible for the measurement of destination image because the associations that individuals have of the destination are diverse and therefore is better incorporated by the formative approach. The authors measure destination imagery as a formative construct which is consisted of statements such as *everything is in order* and items *good infrastructure, friendly people, cold weather, rich culture*, etc. Most of these items are commonly measured as cognitive image items in other destination image studies. Further, Josiassen et al. (2016b) affirmed that the studies benefit from utilizing a higher-order formative construct approach to analyse destination image, because it is unlikely that an individual holds a schema of destination’s elements reflecting an image held in the individual’s mind which is utilized to efficiently make related decisions. Formative construct is formed from the individual’s knowledge of destination’s elements. In other words, it is unlikely that destination’s attributes pre-exist in individuals’ minds in the form of a schema since destination image is developed based on various sets of knowledge and elements.



Taking into consideration the aforementioned points that have received recent attention in destination image area current study attempted to apply the appropriate measure cognitive image as a formative measure and tested a combination of reflective-formative path model. Although it is impossible to identify every item relevant to the destination a number of studies have provided a review of mostly measured items which can be treated as the most important and unique items for capturing the image of the destination. Besides, to reduce the risk of omitting crucial touristic elements of the destination informational sources including promotional materials like websites of tour operators and travel agents (e.g., Advantour, Frontiers), and guidebooks (e.g., Lonely Planet) give attributes specific to the destination under question.

## **5.2 Missing values and distribution of the scores**

Each item in the questionnaire was tested for missing values, normality and reliability assumptions. The test revealed relatively small (i.e., less than 5% missing per indicator) number of missing values in the dataset. In the case of less than 5% missing values per indicator Hair (2017) suggest the application of mean value replacement to treat the missing values. However, since the questionnaire consisted of Likert scale items replacement with a median of all nearby points has been preferred. For most Likert scale indicators, the kurtosis and skewness values are within the -1 and +1 acceptable range. The highest deviation from this range is for the indicator of post-visit affective image *unpleasant-pleasant* with a skewness value of -1.362 and a kurtosis value of 2.585. However, following Hair (2017) this deviation from acceptable range of skewness can be interpreted as not severe, and because these constructs are one of the four indicators measuring the post-visit affective construct, this deviation from normality is not considered an issue. Thus, the indicators should not be removed.

SmartPLS 3 enables basic data screening by providing descriptive statistics (e.g., mean, standard deviation and skewness). These are presented in the following Table 14.

Table 14 Descriptive statistics of the measures

Item	Missing	Mean	Median	Min	Max	Standard deviation	Excess Kurtosis	Skewness
<b>Pre-visit Cognitive Image</b>								
Interesting historical sites	0	4.567	5	3	5	0.598	0.115	-1.057
Beautiful architecture	0	4.404	4	3	5	0.622	-0.604	-0.55
Unique customs and culture	0	3.848	4	2	5	0.803	-0.825	-0.045
Appealing local food	0	3.455	3	2	5	0.842	-0.532	0.228
Appealing lakes, mountains and deserts	0	3.517	3	2	5	0.823	-0.542	0.312
Unspoiled environment	0	3.23	3	1	5	0.733	0.716	0.472
Pleasant climate	0	3.287	3	1	5	0.869	-0.455	0.132
Not overcrowded	0	3.567	4	1	5	0.771	0.612	-0.563
Facilities for travel information	0	3.298	3	2	5	0.818	-0.191	0.453
Modern roads and airports	0	3.208	3	1	5	0.739	0.226	-0.102
Good hygiene and cleanliness	0	3.157	3	1	5	0.755	0.359	-0.113
Safe destination	0	3.596	4	1	5	0.775	0.529	-0.323
Hospitable and friendly locals	0	4.129	4	3	5	0.779	-1.324	-0.231
<b>Pre-visit Affective Image</b>								
Sleepy – arousing	0	3.994	4	3	5	0.753	-1.238	0.009
Unpleasant – pleasant	0	4.056	4	3	5	0.777	-1.342	-0.098
Gloomy – exciting	0	4.079	4	2	5	0.775	-0.883	-0.284

Distressing – relaxing	0	3.708	4	2	5	0.737	-0.909	0.442
<b>Pre-visit Overall Image</b>	0	3.978	4	2	5	0.807	-0.846	-0.218
<b>Post-visit Cognitive Image</b>								
Interesting historical sites	0	4.719	5	4	5	0.449	-1.045	-0.983
Beautiful architecture	0	4.663	5	3	5	0.484	-0.913	-0.844
Unique customs and culture	0	4.348	4	3	5	0.611	-0.651	-0.371
Appealing local food	0	4.073	4	2	5	0.75	-0.46	-0.363
Appealing lakes, mountains and deserts	0	3.674	4	2	5	0.739	-0.868	0.521
Unspoiled environment	0	3.281	3	2	5	0.734	-0.28	0.103
Pleasant climate	0	3.691	4	2	5	0.906	-0.609	-0.354
Not overcrowded	0	4.073	4	2	5	0.757	0.443	-0.671
Facilities for travel information	0	3.399	3	2	5	0.83	-0.383	0.385
Modern roads and airports	0	3.124	3	1	5	0.859	-0.465	-0.027
Good hygiene and cleanliness	0	3.213	3	2	5	0.718	-0.57	-0.07
Safe destination	0	4.281	4	3	5	0.609	-0.595	-0.239
Hospitable and friendly locals	0	4.618	5	3	5	0.551	0.196	-1.09
<b>Post-visit Affective Image</b>								
Sleepy – arousing	0	4.393	5	2	5	0.721	-0.27	-0.846
Unpleasant – pleasant	0	4.444	5	1	5	0.711	2.585	-1.362
Gloomy – exciting	0	4.433	5	2	5	0.702	-0.02	-0.937

Distressing – relaxing	0	4.096	4	1	5	0.805	-0.131	-0.502
<b>Post-visit Overall Image</b>	0	4.612	5	3	5	0.552	0.131	-1.062
<b>Hierarchical component model of Cognitive Image</b>								
Pre-visit cognitive image	0	0	-0.08	- 2.41	2.261	1	-0.435	0.106
Post-visit cognitive image	0	0	0.083	- 2.25	1.967	1	-0.777	-0.153
<b>Perceived Value</b>								
Value for money	0	4.376	4	3	5	0.644	-0.644	-0.548
Value for time	0	4.388	4	2	5	0.663	0.633	-0.862
Value for effort	0	4.253	4	2	5	0.725	-0.636	-0.518
Prices are low	0	3.972	4	2	5	0.738	-0.718	-0.125
<b>Overall Satisfaction</b>	0	4.674	5	3	5	0.481	-0.798	-0.902
<b>Word-of-mouth intentions</b>								
Recommend to family and friends	0	4.618	5	3	5	0.53	-0.228	-0.941
Recommend to others	0	4.579	5	3	5	0.516	-1.121	-0.568
Recommend to those who want advice	0	4.539	5	3	5	0.552	-0.641	-0.662
<b>Country of Residence</b>								
Germany	0	0.489	0	0	1	0.5	-2.021	0.045
France	0	0.399	0	0	1	0.49	-1.847	0.417

Switzerland	0	0.051	0	0	1	0.219	15.291	4.138
Austria	0	0.039	0	0	1	0.194	21.091	4.781
Belgium	0	0.022	0	0	1	0.148	40.691	6.499
<b>Age Groups</b>								
18-24	0	0.079	0	0	1	0.269	8.058	3.157
25-34	0	0.011	0	0	1	0.105	86.454	9.353
35-44	0	0.017	0	0	1	0.129	55.943	7.571
45-54	0	0.208	0	0	1	0.406	0.11	1.452
55-64	0	0.197	0	0	1	0.397	0.374	1.54
65+	0	0.489	0	0	1	0.5	-2.021	0.045
<b>Education</b>								
Grade School	0	0.084	0	0	1	0.278	7.193	3.019
High School	0	0.163	0	0	1	0.369	1.405	1.841
Lower University	0	0.213	0	0	1	0.41	-0.011	1.41
Higher University	0	0.539	1	0	1	0.498	-1.997	-0.159

### 5.3 Descriptive statistics

In Table 15 is the demographic profile of the respondents. The gender of the respondents was almost evenly distributed with 55.1% females and 44.9% males. As per the age of the respondents the majority (48.9%) were within 65 and older age brackets, followed by 45-54 (20.8%) and 55-64 (19.7%) age brackets, which allows to say that 89.4% of the respondents were aged 45 years or older. Majority of the respondents (75.2%) had a University degree, of which 53.9% were highly educated. A big proportion of the respondents were residents of France (48.9) and Germany (39.9%), with Switzerland, Austria and Belgium residents representing only 11.2% of the sample population.

Table 15 Profile of the respondents

<b>Gender</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Female	98	55.1
Male	80	44.9
Total	178	100
<b>Age category</b>		
18-24	14	7.9
25-34	2	1.1
35-44	3	1.7
45-54	37	20.8
55-64	35	19.7
65+	87	48.9
Total	178	100
<b>Education</b>		
Grade school	15	8.4
High school	29	16.3
Lower University degree	38	21.3
Higher University degree	96	53.9
Total	178	100
<b>Country of residence</b>		
Germany	87	48.9
France	71	39.9

Switzerland	9	5.1
Austria	7	3.9
Belgium	4	2.2
<b>Total</b>	<b>178</b>	<b>100</b>

## 5.4 Paired t-test of the cognitive image items

To identify how the tourists rate the destination before and after their experience, statistical difference between pre- and post-visit perceptions of destination image items were tested using a paired-samples t-test. Table 16 contains mean difference of each pre- and post-visit items with its significance value.

Table 16 Mean score differences between pre- and post-visit destination image

Attribute	Pre-visit expectation mean	Post-visit performance mean	Paired correlations	Mean difference	p value
<b>Cognitive image</b>					
Historical sites	4.57	4.72	.321	-.152	.001
Beautiful architecture	4.40	4.66	.322	-.258	.000
Unique customs & culture	3.85	4.35	.485	-.500	.000
Appealing local food	3.46	4.07	.392	-.618	.000
Appealing lakes, mountains, deserts	3.52	3.67	.065	-.157	.052
Unpolluted environment	3.23	3.28	.245	-.051	.456
Pleasant climate	3.29	3.69	.370	-.404	.000
Not overcrowded	3.57	4.07	.324	-.506	.000
Good facilities for travel information	3.30	3.40	.627	-.101	.060
Modern roads & airports	3.21	3.12	.561	.084	.140
Good hygiene & cleanliness	3.16	3.21	.673	-.056	.212
Safe destination to travel	3.60	4.28	.169	-.685	.000
Hospitable & friendly local people	4.13	4.62	.167	-.489	.000
<b>Affective image</b>					
Sleepy-Arousing	3.99	4.39	.325	-.399	.000
Unpleasant-Pleasant	4.06	4.44	.280	-.388	.000



Gloomy-Exciting	4.08	4.43	.247	-.354	.000
Distressing-Relaxing	3.71	4.10	.217	-.388	.000
<b>Overall image</b>	3.98	4.61	.447	-.635	.000

As Stepchenkova and Morrison (2008) interpreted in their analysis, attributes are accounted as positively or negatively perceived according to their mean values; those higher than the neutral value '3' are positive, and less than the neutral value are negative. As the table shows, pre-visit expectations for the attributes *hospitality and friendliness of locals*, *beautiful architecture*, *historical sites*, and *customs and culture* indicated the most positive expectations. After the visit, these items remained to be the most positively perceived and with statistically significant increased positiveness than before the visit. So, positive disconfirmation of these items can be concluded. The highest difference between the expectations and performance perceptions occurred for the item '*safe destination to travel*', with statistically significant -.685 mean difference; before the visit the mean for the item was 3.60, and after the visit it was 4.28. Similar statistically significant difference towards positive shift occurred for the items *appealing local food*, *not overcrowded*, and *pleasant climate*. Although, the expected mean was generally 3.5 for these items, after the visit it was 4.7, 4.7, and 3.69 respectively. Overall, the mean values of cognitive items indicate positive disconfirmation, with only three items with the mean value 4 and above before the visit, and seven items with the mean value 4 and above after the visit. However, *lakes, mountains and deserts*, *good facilities for travel information*, *modern roads*, *hygiene & cleanliness*, and *unpolluted environment* were given lower, nevertheless slightly above 3.00, mean scores in both pre- and post-visit survey.

As per affective image, all four items of affective image were positively perceived, with statistically significant increase in the positiveness after the trip. Positive perceptions of overall image also increased with statistically significant -.635 mean difference, so overall the respondents perceived the destination highly positive after their visit. Table 17 gives frequency analysis of the responses for the 'overall image'. As seen, before the trip most respondents (41.6%) perceived the destination overall favourable, while this has shifted towards very favourable (64.6%) after the trip.

Table 17 Frequency of overall image items

	Frequency	Percentage (%)
<b>Pre-visit overall image</b>		
Unfavourable	4	2.2
Neutral	48	27.0
Favourable	74	41.6
Very Favourable	52	29.2
<b>Post-visit overall image</b>		
Neutral	6	3.4
Favourable	57	32.0
Very Favourable	115	64.6

## 5.5 Open-ended questions

Following Jenkins (1999) the responses to the open-ended questions were coded into similar categories and frequencies of these categories were counted manually. Pre-visit and post-visit responses were grouped under the same title and contained the same or similar expressions under pre- and post-visit categories. As a result, 20 categories were generated, which is presented in Table 18. Following, Figure 1 is the plot of relative frequency of these categories in Table 18.

Table 18 Stereotypical image aspects identified through open-ended questions

Pre-visit responses			Post-visit responses	
Category	Freq.	Words included	Freq.	Words included
<b>General impressions</b>	53	Amazing, astonished, beautiful, beauty, beautiful sites, exciting, extraordinary travel, favourable, good, interesting, positive surprising, pleasant, surprized, serious, very nice	44	Beautiful, beauty, exciting, enrichment, interesting, impressions, joy, lively, nice, nice atmosphere, super, so good, surprising, very good
<b>Friendly locals</b>	53	Atmosphere, friendship, friendly, friendly people, good relationship with local people, hospitality, hospitable & frank people, kind, kindness, kind people, positive attitude, smile, super people, very friendly, very kind people, welcome, welcoming, open-minded locals	48	Friendly, friendly people, hospitality, hospitable people, people, relationships, smile, welcome, welcoming, welcoming people,
<b>Historical</b>	47	Historical sites, history, historical people, historical cities, incredible sites, rich in history, rich history	39	History, historical, more history, remains of the past
<b>Architecture</b>	38	Architecture, amazing architecture, buildings, extraordinary monuments, historical monuments,	36	Arts, architecture, beautiful monuments, monuments, old

		magic architecture, monuments		architecture, oriental architecture, old monuments
<b>Culture</b>	51	Beautiful culture, cultural, culture, customs, enchanted culture, old culture, rich culture, traditional, traditional wears	50	Culture, cultural, traditional, tradition, traditions
<b>Exotic</b>	33	Curiosity, different, different scenery, different way of life, discover, discovery, diversified, exotic, experience, oriental mood, originality, unexpected, unknown, unique	37	Curious, curiosity, different way of life, discovery, discovered civilization, experience, exotic, language, oriental, sweetness of the orient, unexpected discovery, unknown unknown civilization, unusual
<b>Warm</b>	11	Warm	7	Warm
<b>Food</b>	8	Food, good food, special food	0	
<b>Bazar</b>	0		7	Bazars
<b>Safe</b>	7	Safe, safety, security	0	
<b>Historical cities</b>	17	Beautiful cities, Bukhara, Fergana, Khiva, Registan, Samarkand	11	Bukhara, famous cities, Samarkand
<b>Hot weather</b>	20	Dry, heat, hot, hot climate, sunny, sunshine, very hot, very hot climate	12	Dry, hot, hot weather, sun, sunny
<b>Islamic representation</b>	19	Beautiful madrasa,	23	Art, Islam, Islamic art, Islamic culture,

		Islam, Islamic art, Islamic culture, madrasa, mosque		madrasa, moderated Islam, Muslim country, religion, religious
<b>Relaxing</b>	13	Calm, relaxing, relaxed, people without stress, smooth life	7	Calm, relaxing, rest
<b>Scenery</b>	11	Astonishing landscape, beautiful scenery, scenery, sites	27	Beautiful landscape, beautiful nature, desert, desert nature, landscape, landscapes, nature, scenery
<b>Silk road</b>	5	Silk Road	48	History of silk road, Silk Road, Silk street,
<b>Clean</b>	5	High standards, clean	7	Clean
<b>Tamerlane</b>	1	Tamerlane	5	Tamerlane
<b>Negative association</b>		Crowded, dirty country, dirty countryside, geopolitical, political regime, unorganized		Crowded, not women friendly, poor, stressing, unorganized, under development
<b>Other</b>		Aral Sea, cotton, emerging market, green cities, local Ikat, warm colours		Asian, Central Asia, colours, crafts, emerging market, food, Oxus

## 5.6 Measurement model evaluation

The measurement model evaluation involved two stages. In the first stage the five reflective constructs were evaluated and in the second stage the two formative constructs were assessed.

### 5.6.1 Reflective model evaluation

The conceptual model of the study contains five reflective latent constructs: pre-visit affective image, post-visit affective image, perceived value, and word-of-mouth intentions. Like in CB-SEM, ‘the most important measurement model metrics for PLS-SEM are reliability, convergent validity, and discriminant validity’ (Hair, 2017).

Cronbach’s alpha and composite reliability were examined to evaluate internal consistency reliability, since the former is more conservative while latter is prone to overestimating (Hair, 2017). An initial step was to test for inner model outer loadings (Table 19). For the perceived value construct outer loading of the item ‘low prices’ was very low (.285), thus this item has been eliminated. The Cronbach’s values were between .800 – .850. Composite reliability values were above .70 and below .90, which represent sufficient levels of reliability.

Table 19 Inner model outer loadings

Items	Outer loadings
<b>Pre-visit affective image</b>	
Sleepy-Arousing	.841
Unpleasant-Pleasant	.833
Gloomy-Exciting	.824
Distressing-Relaxing	.796
<b>Post-visit affective image</b>	
Sleepy-Arousing	.797
Unpleasant-Pleasant	.806
Gloomy-Exciting	.866
Distressing-Relaxing	.698
<b>Perceived value</b>	
Value for effort	.853
Value for money	.888
Value for time	.888
<b>Word-of-mouth (WOM)</b>	
Recommend to friends & family	.830
Recommend to others	.838
Say positive	.866

Next step was to examine the convergent validity. Since reflective indicators should be interchangeable, convergent validity of a construct checks if each indicator highly and positively correlates with other indicators. Convergent validity was evaluated through an indicator reliability (i.e., outer loading<sup>2</sup>) and the average variance extracted (AVE). Standardized outer loadings of the reflective constructs were above the threshold value of .70 at a 0.01 p-value. This indicates sufficient level of indicator reliability (Hair, 2017). The exception was for the item *distressing-relaxing* of the post-affective image construct, with 0.487 (0.698<sup>2</sup>) indicator reliability. According to Hair (2017) ‘indicators with outer loadings between .40 and .70 should be considered for removal only if the deletion leads to an increase in composite reliability and AVE above the suggested threshold value’ (p.113). Since the composite reliability and AVE values were already above the threshold values, <.70 and <.50 respectively, the indicator *distressing-relaxing* was remained. The nature of the study, which is to measure pre- and post-visit destination image perceptions of the same sample, served as a rationale to remain this indicator. This allowed both pre-visit and post-visit affective images to contain the same indicators.

Table 20 Cronbach’s Alpha (CA), Composite Reliability (CR) and Average Variance Extracted (AVE) values of the reflective latent constructs

<b>Construct</b>	<b>CA</b>	<b>CR</b>	<b>AVE</b>
Pre-visit affective image	0.843	0.894	0.678
Post-visit affective image	0.803	0.872	0.630
Perceived value	0.850	0.909	0.768
WOM	0.800	0.882	0.714

As presented in Table 20 the Cronbach’s alpha values for all reflective constructs were above the threshold value of .70. The composite reliability - a measure of internal consistency reliability, as well, was higher than the threshold value of .70 for each reflective construct. Likewise, all the reflective constructs met the requirement for the convergent validity with AVE values above the threshold value of .50.

The assessment of discriminant validity involves validating that the latent constructs are in fact measures of different concepts. The results of the Fornell-Larcker criterion assessment, a measure of the discriminant validity, indicated the reflective constructs are valid measures of unique concepts (Table 21). Specifically, it displayed that the square roots of the AVEs for



the four reflective constructs under the study were all higher than the correlations of these constructs with other latent variables in the path model. Hair (2017) suggest Heterotrait-Monotrait Ratio (HTMT) as a more reliable criterion for the evaluation of discriminant validity. All HTMT values were far lower than the conservative threshold value of 0.85. The results of the bootstrap confidence interval obtained through the Complete Bootstrapping provided with the original HTMT values for each combination of constructs in the model, along with the average HTMT values from the bootstrap sampling. The confidence intervals for these values did not contain the value 1, confirming initially evaluated 0.85 threshold criterion for the model. Table 22 summarizes evaluation of the reflective constructs

Table 21 Discriminant validity analysis based on Fornell-Larcker criterion

	Overall satisfaction	Perceived value	Post-affective	Post-cognitive (hierarchical)	Post-overall	Pre-affective	Pre-cognitive (hierarchical)	Pre-overall	WOM
Overall satisfaction	1								
Perceived value	0.413	<b>0.876</b>							
Post-affective image	0.354	0.358	<b>0.793</b>						
Post-cognitive (hierarchical)	0.45	0.558	0.496	1					
Post-overall image	0.456	0.379	0.404	0.508	1				
Pre-affective image	0.289	0.259	0.339	0.465	0.427	<b>0.824</b>			
Pre-cognitive (hierarchical)	0.353	0.404	0.393	0.731	0.441	0.541	1		
Pre-overall image	0.198	0.387	0.391	0.487	0.447	0.413	0.576	1	
WOM intentions	0.432	0.236	0.17	0.146	0.113	0.148	0.157	0.043	<b>0.845</b>

Table 22 Summary of Reflective Construct Evaluation

Latent construct	Indicators	Convergent Validity			Internal Consistency Reliability		Discriminant validity
		Loading	Indicator Reliability	AVE	Composite Reliability	Cronbach's Alpha	HTMT Confidence interval doesn't contain one?
		>0.70	>0.50	>0.50	>0.70	>0.70	
Pre-visit affective image	Sleepy – arousing	0.841	0.707	0.678	0.894	0.843	Yes
	Unpleasant – pleasant	0.833	0.693				
	Gloomy – exciting	0.824	0.679				
	Distressing – relaxing	0.796	0.633				
Post-visit affective image	Sleepy – arousing	0.797	0.635	0.630	0.872	0.803	Yes
	Unpleasant – pleasant	0.806	0.650				
	Gloomy – exciting	0.866	0.750				
	Distressing – relaxing	0.698	0.487				
Perceived value	Value for effort	0.853	0.728	0.768	0.909	0.850	Yes
	Value for money	0.888	0.788				
	Value for time	0.888	0.788				
WOM	Recommend friends and family	0.830	0.689	0.714	0.882	0.800	Yes
	Recommend others	0.838	0.702				
	Say positive	0.866	0.750				

## 5.6.2 Formative model evaluation

Cognitive image of the destination is a formative measure with a thirteen-indicator latent construct, as discussed in page 207. Increased number of formative indicators reduce the value of outer weights, which might result in nonsignificant outer weights for one or more indicators. Creating a hierarchical component model is a way to overcome this potential issue (Becker, Klein, & Wetzels, 2012; Hair, 2017; Kuppelwieser & Sarstedt, 2014). Cognitive destination image was created as a higher-order component formed by three lower-order components: functional, psychological and mixed. The technique proposed by Echtner and Ritchie (2003) for the measurement of destination image has served as a significant contribution for the development of image scale in destination image research (Bornhorst, Brent Ritchie, & Sheehan, 2010). They structure destination image using three-continuums - attribute-holistic, functional-psychological, and common-unique, and demonstrate their application through 35 attributes derived from destination image studies. Also, Gallarza et al. (2002) provided a table of mostly used common attributes in empirical studies allocating them in the sequence of functional-psychological continuum. For the current study their guidelines served as a reference to form a conceptually aligned lower-order formative components made up of cognitive image items grouped into functional, psychological and mixed continuums (Table 23). Functional component is made up of more tangible and easy to measure perceptions, such as accommodation and historical sites, while psychological component includes more abstract and intangible attributes (Echtner & Ritchie, 2003) (Echtner & Ritchie, 1993).

Table 23 Conceptual grouping of the cognitive image attributes

<b>Functional Continuum</b>	<b>Attributes w/in middle</b>	<b>Psychological Continuum</b>
Beautiful architecture	Crowdedness	Customs and culture
Climate	Environmental condition	Local food
Historical sites	Hygiene and cleanliness	Local people
Lakes, mountains and deserts	Safety	
Roads and airports	Travel information	

As per Hair (2017), assessment for the convergent validity is the first stage towards the evaluation of the formative measurement construct. Convergent validity assessment requires

including a global single-item measure of the construct in the questionnaire. The questionnaire for the current study did not include global item measures for the reflective constructs, limiting performance of redundancy analysis to test convergent validity.

The first step to examine formative indicators involved a collinearity check. Collinearity of formative indicators was evaluated through their VIF values. All the VIF values are above 0.20 and below 5 threshold levels (Hair, 2017). Therefore, it can be concluded that collinearity is not an issue since collinearity did not reach critical levels in any of the formative constructs. Next step was to check for the formative indicators' outer weights: their relative importance. The report obtained through the bootstrapping procedure displayed significant outer weights, at a level of 1% and 5%, for the formative indicators of the cognitive construct. 'Post-visit not crowded', 'post-visit appealing lakes, mountains and deserts', and 'pre-visit safe destination to travel' are the exception with non-significant outer weights. Table 24 displays outer weights and outer loadings of the formative indicators with their p-values. 'Nonsignificant indicator weights should not automatically be interpreted as indicating poor measurement model quality' (Hair, 2017). Therefore, next step involved checking value and significance of the outer loadings, their absolute contribution, for these three indicators. All the formative indicators display significant outer loadings. Furthermore, as discussed in the methodology chapter, these indicators were major facets of cognitive destination image. Consequently, these indicators were retained based on their significant outer loadings and their importance. So, the number of indicators for the cognitive image attribute remained thirteen.

Table 24 Formative Constructs Outer Weights/Outer Loadings Significance testing results

<b>Formative construct</b>	<b>Formative indicators</b>	<b>Outer weights</b>	<b>p value</b>	<b>Outer loadings</b>	<b>p value</b>
Pre-visit cognitive image	Beautiful architecture	0.198	0.037	0.540	0.000
	Pleasant climate	0.373	0.000	0.716	0.000
	Unique customs & culture	0.215	0.000	0.812	0.000
	Not overcrowded	0.263	0.011	0.596	0.000
	Unpolluted environment	0.388	0.000	0.653	0.000
	Good hygiene & cleanliness	0.313	0.023	0.783	0.000
	Historical sites	0.247	0.004	0.560	0.000
	Appealing local food	0.636	0.000	0.869	0.000
	Appealing lakes, mountains, deserts	0.401	0.000	0.619	0.000
	Friendly local people	0.080	0.350	0.303	0.009
	Modern roads & airports	0.425	0.000	0.564	0.000
	Safe destination	0.165	0.089	0.423	0.000
	Travel information	0.379	0.000	0.725	0.000
Post-visit cognitive image	Beautiful architecture	0.470	0.000	0.626	0.000
	Pleasant climate	0.380	0.000	0.566	0.000
	Unique customs & culture	0.568	0.000	0.860	0.000
	Not overcrowded	0.068	0.400	0.229	0.033
	Unpolluted environment	0.296	0.008	0.727	0.000
	Good hygiene & cleanliness	0.248	0.036	0.678	0.000
	Historical sites	0.238	0.009	0.542	0.000
	Appealing local food	0.546	0.000	0.830	0.000
	Appealing lakes, mountains, deserts	0.091	0.256	0.422	0.000
	Friendly local people	0.122	0.256	0.487	0.009
	Modern roads & airports	0.501	0.000	0.646	0.000
	Safe destination	0.599	0.000	0.774	0.000
	Travel information	0.213	0.037	0.647	0.000

The analysis for the evaluation of reflective and formative indicators exhibited satisfactory level of quality, which allowed to proceed with the analysis of the structural model. However, the structural model needs to be examined for collinearity before proceeding to the structural model evaluation to ensure the path coefficients of the structural model contains no bias due to collinearity above critical levels between predictors. Above-mentioned threshold VIF values between 0.20 and 5 applies as critical levels of collinearity. Collinearity analysis results for the structural model exhibited satisfactory VIF values between each set of predictor constructs. Therefore, with a conclusion that there is no collinearity issue in the structural model, the next step was the evaluation of the structural model.

### 5.6.3 Structural model evaluation

Following Hair (2017) the evaluation of the structural model contained assessing the model's predictive capability and the relationships between the constructs.  $R^2$  value represents the coefficient of determination which is a measure of the model's predictive power. In other words, it is the amount of variance in the endogenous variables explained by all its predictor constructs (Hair, 2017). Table 25 contains  $R^2$  values of the endogenous latent variables. The rule of thumb, as per Henseler, Ringle Christian, and Sinkovics Rudolf (2009), 0.67, 0.33, and 0.19 is considered as substantial, moderate, and weak relatively in PLS path models. Accordingly,  $R^2$  for the word-of-mouth intentions and the pre-visit affective image is weak, while for the rest of the endogenous constructs it is moderate.

Table 25  $R^2$  values of the endogenous latent constructs

Endogenous construct	$R^2$
Pre-visit Affective Image	0.299
Pre-visit Overall Image	0.356
Post-visit Cognitive Image	0.534
Post-visit Affective Image	0.272
Post-visit Overall Image	0.327
Perceived Value	0.316
Overall Satisfaction	0.312
Word-of-mouth	0.199

Hair (2017) suggest eliminating evaluation of the model solely based on  $R^2$  value as this value is susceptible to the number of paths pointing towards the endogenous construct. Therefore, next step was the evaluation of an exogenous construct's contribution to an endogenous variable's  $R^2$  value. This evaluation is achieved by the  $f^2$  value of the exogenous construct (on the endogenous construct). The guidance indicates 0.02, 0.15, and 0.35 as small, medium, and large effect, respectively, of the exogenous construct on an endogenous construct.

Table 26  $f^2$  values

	<b>Hypothesis</b>	<b><math>f^2</math></b>
H1a	Pre-visit cognitive image directly impacts the pre-visit affective image	0.439
H1b	Post-visit cognitive image directly impacts the post-visit affective image	0.208
H2a	Pre-visit cognitive image directly impacts the pre-visit overall image	0.280
H2b	Post-visit cognitive image directly impacts the post-visit overall image	0.108
H3a	Pre-visit affective image directly impacts the pre-visit overall image	0.030
H3b	Post-visit affective image directly impacts the post-visit overall image	0.035
H4a	Post-visit cognitive image directly impacts the perceived value	0.473
H4b	Post-visit affective image directly impacts the perceived value	0.026
H4c	Post-visit overall image directly impacts the perceived value	0.013
H5a	Post-visit cognitive image directly impacts overall tourist satisfaction	0.040
H5b	Post-visit affective image directly impacts overall tourist satisfaction	0.022
H5c	Post-visit overall image directly impacts overall tourist satisfaction	0.095
H6	Perceived value directly impacts overall tourist satisfaction	0.043
H7a	Post-visit cognitive image directly impacts word-of-mouth intentions	0.012
H7b	Post-visit affective image directly impacts word-of-mouth intentions	0.002
H7c	Post-visit overall image directly impacts word-of-mouth intentions	0.013
H8	Perceived value directly impacts word-of-mouth intentions	0.014
H9	Overall tourist satisfaction directly impacts word-of-mouth intentions	0.249
H10a	Pre-visit cognitive image directly impacts the post-visit cognitive image	1.149
H10b	Pre-visit affective image directly impacts the post-visit affective image	0.029
H10c	Pre-visit overall image directly impacts the post-visit overall image	0.069



The  $f^2$  values of statistically significant paths assist in understanding the relative impact of each exogenous construct on its associated endogenous construct. Table 26 shows  $f^2$  effect size of the exogenous variables. The effect of cognitive image on affective image is large ( $f^2=.415$ ) prior to visit, while after the visit cognitive image bears medium effect on affective image ( $f^2=.208$ ). This might be due to the increase in the number of exogenous constructs as a result of the actual experience with the destination. Next, compared to affective image cognitive image has relatively more effect on overall image in both pre- and post-visit phases. With its  $f^2$  of 0.287, cognitive image is of higher importance for determining perceived value, compared to affective image which has  $f^2$  of only .026. The predictor variables of overall satisfaction, namely cognitive and overall image, and perceived value displayed small effect size. Lastly, overall satisfaction has moderate effect on word-of-mouth intentions.

Perceptions of the destination image components before the visit were hypothesized to effect on those of after the visit. As per the  $f^2$  values, pre-visit cognitive image appears to have large effect on post-visit cognitive image ( $f^2=1.149$ ) and has the largest  $f^2$  compared to other image components, with pre-visit overall image having  $f^2$  of .069 on post-visit overall image, and pre-visit affective image having  $f^2$  of .024 on post-visit affective image.

To judge the predictive relevance of the path model, Stone-Geisser's  $Q^2$  – out-of-sample predictive power of the model, should be examined in addition to the  $R^2$  assessment (Hair, 2017). For the model to bear predictive relevance for a certain endogenous construct  $Q^2$  values should be larger than zero. So, the dependent construct's  $Q^2$  value higher than zero allows to conclude that the model accurately predicts data that is not included in the model estimation. The blindfolding procedure was performed on SmartPLS3 to obtain  $Q^2$  values of the endogenous constructs. The  $Q^2$  values of all the endogenous constructs are considerably above zero (Table 27). So, it can be concluded that evaluation of the model's predictive power indicates a clear support for the model's predictive relevance regarding the endogenous latent constructs.

Table 27 Q<sup>2</sup> Values

<b>Endogenous Latent Constructs</b>	<b>Q<sup>2</sup></b>
Pre-visit Affective Image	0.181
Pre-visit Overall Image	0.326
Post-visit Overall Image	0.303
Post-visit Cognitive Image	0.523
Post-visit Affective Image	0.145
Perceived Value	0.232
Overall Satisfaction	0.263
Word-of-mouth	0.124

## 5.7 Path coefficient analysis

The bootstrapping procedure was performed with 5000 bootstrap samples to assess the significance of the path coefficients. The bootstrapping results showed that out of twenty-one hypothesized direct effects seven were insignificant, and that out of nine hypothesized indirect effects six were insignificant; these are given with their t-values in Table 28.

Therefore, these direct paths were removed from the model, and the bootstrapping procedure was repeated with the remaining relationships in the model.

Table 28 Insignificant effects

<b>Hypothesis</b>	<b>t-value</b>
H4b: Post-visit affective image directly impacts the perceived value	1.349
H4c: Post-visit overall image directly impacts the perceived value	1.315
H5b: Post-visit affective image directly impacts overall tourist satisfaction	1.279
H7a: Post-visit cognitive image directly impacts word-of-mouth intentions	0.983
H7b: Post-visit affective image directly impacts word-of-mouth intentions	0.696
H7c: Post-visit overall image directly impacts word-of-mouth intentions	1.573
H8: Perceived value directly impacts word-of-mouth intentions	1.594

As a result of the repeated bootstrapping, all the remaining fourteen direct effects were identified as significant. Table 29 displays the path coefficients, t-values and the significance levels of the direct and indirect effects that were confirmed as statistically significant. As the table shows, seven of the direct effects were significant at a p-value of less than 0.001, five of them were significant at a p-value of 0.005. However, the hypotheses H3b and H10b were significant at a p-value of 0.1.

Further, the hypothesized mediating effects were tested through the total indirect effects output of the Bootstrapping analysis. As shown in Table 29, the H11a, H12a and H12c that hypothesized indirect effects from the pre-visit to the post-visit evaluation outcome variables were confirmed as statistically significant.

Hair (2017) recommend relying on the bootstrap confidence intervals for significance testing. Generally, by examining more detailed overview of the results it is seen that the obtained bootstrap confidence intervals do not contain zero for any of the path coefficients.

Table 29 Significance testing of the structural model path coefficients

	<b>From</b>	<b>To</b>	<b>Std. beta</b>	<b>t value</b>	<b>p value</b>	<b>95% CI</b>
H1a	Pre-visit cognitive image	Pre-visit affective image	0.544	9.117	0.000	[0.443; 0.628]
H1b	Post-visit cognitive image	Post-visit affective image	0.432	6.593	0.000	[0.317; 0.530]
H2a	Pre-visit cognitive image	Pre-visit overall image	0.496	7.899	0.000	[0.390; 0.600]
H2b	Post-visit cognitive image	Post-visit overall image	0.314	4.056	0.000	[0.197; 0.450]
H3a	Pre-visit affective image	Pre-visit overall image	0.149	2.140	0.032	[0.032; 0.249]
H3b	Post-visit affective image	Post-visit overall image	0.160	1.924	0.052	[0.019; 0.284]
H4a	Post-visit cognitive image	Perceived value	0.559	10.312	0.000	[0.457; 0.640]
H5a	Post-visit cognitive image	Overall satisfaction	0.197	2.171	0.025	[0.056; 0.344]
H5c	Post-visit overall image	Overall satisfaction	0.283	3.107	0.002	[0.129; 0.423]
H6	Perceived value	Overall satisfaction	0.195	2.733	0.006	[0.075; 0.311]
H9	Overall satisfaction	WOM intentions	0.437	6.571	0.000	[0.312; 0.534]
H10a	Pre-visit cognitive image	Post-visit cognitive image	0.730	19.439	0.000	[0.665; 0.787]
H10b	Pre-visit affective image	Post-visit affective image	0.144	1.891	0.059	[0.012; 0.251]
H10c	Pre-visit overall image	Post-visit overall image	0.231	2.745	0.006	[0.091; 0.367]
H11a	Pre-visit cognitive image	Perceived value	0.408	8.316	0.000	[0.322; 0.484]
H12a	Pre-visit cognitive image	Overall satisfaction	0.145	2.140	0.032	[0.038; 0.261]
H12c	Pre-visit overall image	Overall satisfaction	0.065	2.032	0.042	[0.000; 0.024]

To summarize, the study tested in total thirty hypotheses, of which seventeen were substantiated. The hypotheses testing is summarized in Table 30. Also, Figure 5 is the final bootstrapping results on SmartPLS. SmartPLS.

Specifically, the pre-visit cognitive image had statistically significant impact on the pre-visit affective image, thus supporting H1a ( $\beta = .544$ ,  $p < 0.01$ ).

The post-visit cognitive image had significant impact on the post-visit affective image, thus supporting H1b ( $\beta = .432$ ,  $p < 0.01$ ).

The pre-visit cognitive image had significant impact on the pre-visit overall image, thus supporting H2a ( $\beta = .496$ ,  $p < 0.01$ ).

The post-visit cognitive image had significant impact on the post-visit overall image, thus supporting H2b ( $\beta = .317$ ,  $p < 0.01$ ).

The pre-visit affective image had significant impact on the pre-visit overall image, thus supporting H3a ( $\beta = .149$ ,  $p < 0.05$ ).

The post-visit affective image had significant impact on the post-visit overall image, thus supporting H3b ( $\beta = .160$ ,  $p < 0.1$ ).

The post-visit cognitive image had significant impact on the perceived value, thus supporting H4a ( $\beta = .559$ ,  $p < 0.01$ ).

The impact of the post-visit affective image on the perceived value was not significant, thus H4b is not supported ( $\beta = .103$ ).

The impact of the post-visit overall image on the perceived value was not significant, thus H4c is not supported ( $\beta = .109$ ).

The post-visit cognitive image had significant impact on the overall satisfaction, thus supporting H5a ( $\beta = .197$ ,  $p < 0.05$ ).

The impact of the post-visit affective image on the overall satisfaction was not significant, thus H5b is not supported ( $\beta = .101$ ).

The post-visit overall image had significant impact on the overall satisfaction, thus supporting H5c ( $\beta = .238, p < 0.01$ ).

The perceived value had significant impact on the overall satisfaction, thus supporting H6 ( $\beta = .195, p < 0.01$ ).

The impact of the post-visit cognitive image on the word-of-mouth intentions was not significant, thus H7a is not supported ( $\beta = .17$ ).

The impact of the post-visit affective image on the word-of-mouth intentions was not significant, thus H7b is not supported ( $\beta = .001$ ).

The impact of the post-visit overall image on the word-of-mouth intentions was not significant, thus H7c is not supported ( $\beta = .035$ ).

The impact of the perceived value on the word-of-mouth intentions was not significant, thus H8 is not supported ( $\beta = .026$ ).

The overall satisfaction had significant impact on the word-of-mouth intentions, thus supporting H9 ( $\beta = .437, p < 0.01$ ).

The pre-visit cognitive image had significant impact on the post-visit cognitive image, thus supporting H10a ( $\beta = .730, p < 0.01$ ).

The pre-visit affective image had significant impact on the post-visit affective image, thus supporting H10b ( $\beta = .144, p < 0.1$ ).

The pre-visit overall image had significant impact on the post-visit overall image, thus supporting H10c ( $\beta = .231, p < 0.01$ ).

The pre-visit cognitive image had significant indirect impact on the perceived value through post-visit cognitive image, thus supporting H11a ( $\beta = .408, p < 0.01$ ).

The indirect impact of the pre-visit affective image on the perceived value through the post-visit affective image was not significant, thus H11b is not supported ( $\beta = .013$ ).

The indirect impact of the pre-visit overall image on the perceived value through the post-visit overall image was not significant, thus H11c is not supported ( $\beta = .025$ ).

The pre-visit cognitive image had significant impact on the overall satisfaction, thus supporting H12a ( $\beta = .145$ ,  $p < 0.05$ ).

The indirect impact of the pre-visit affective image on the overall satisfaction through the post-visit affective image was not significant, thus H12b is not supported ( $\beta = .003$ ).

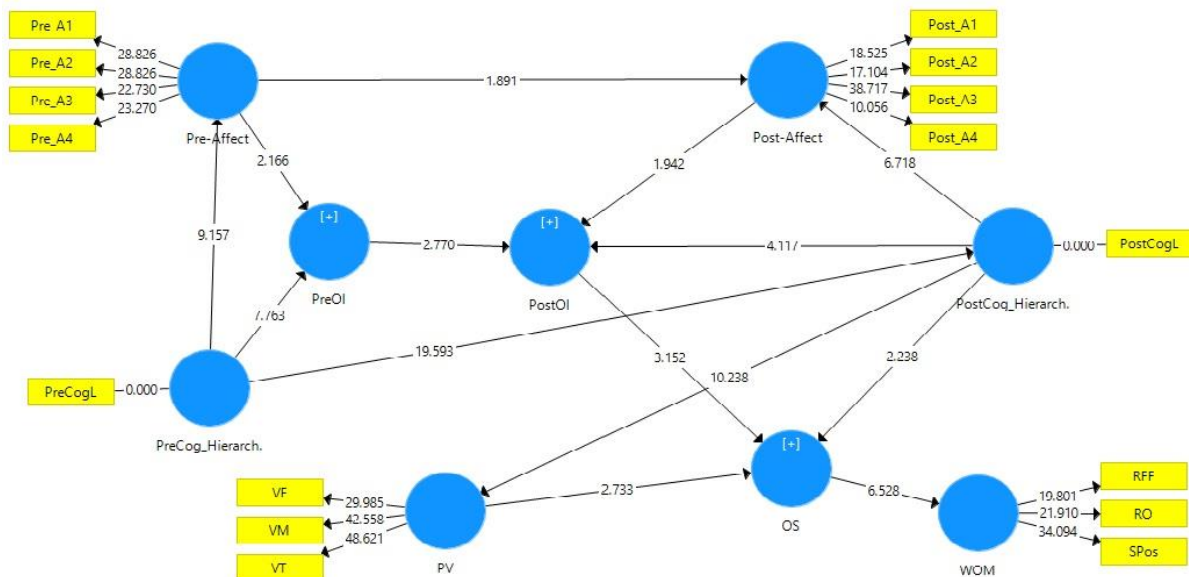
The pre-visit overall image had significant indirect impact on the overall satisfaction through the post-visit overall image, thus supporting H12c ( $\beta = .065$ ,  $p < 0.05$ ).

The indirect impact of the pre-visit cognitive image on the word-of-mouth intentions through the post-visit cognitive image was not significant, thus H13a is not supported ( $\beta = -.071$ ).

The indirect impact of the pre-visit affective image on the word-of-mouth intentions through the post-visit affective image was not significant, thus H13b is not supported ( $\beta = .006$ ).

The indirect impact of the pre-visit overall image on the word-of-mouth intentions through the post-visit overall image was not significant, thus H13c is not supported ( $\beta = -.027$ ).

Figure 6 SmartPLS 3 final bootstrapping modelling window



Notes: 'PreCog\_Hierarch' ('PostCog\_Hierarch') – the pre-visit (post-visit) cognitive image score obtained through hierarchical modelling; 'PreOI' (PostOI) – the pre-visit (post-visit) overall image; PV – the perceived value; OS – the overall satisfaction, WOM – the word-of-mouth intentions.

Table 30 Results of the hypotheses testing

<b>Hypothesis</b>	<b>Std. Beta</b>	<b>Std. Error</b>	<b>t value</b>	<b>Result</b>
H1a: Pre-visit cognitive image directly impacts the pre-visit affective image	0.544	0.059	9.117***	Supported
H1b: Post-visit cognitive image directly impacts the post-visit affective image	0.432	0.066	6.593***	Supported
H2a: Pre-visit cognitive image directly impacts the pre-visit overall image	0.496	0.063	7.899***	Supported
H2b: Post-visit cognitive image directly impacts the post-visit overall image	0.317	0.078	4.056***	Supported
H3a: Pre-visit affective image directly impacts the pre-visit overall image	0.149	0.067	2.140**	Supported
H3b: Post-visit affective image directly impacts the post-visit overall image	0.160	0.081	1.924*	Supported
H4a: Post-visit cognitive image directly impacts the perceived value	0.559	0.054	10.312***	Supported
H4b: Post-visit affective image directly impacts the perceived value	0.103	0.077	1.349	Not supported
H4c: Post-visit overall image directly impacts the perceived value	0.109	0.111	1.315	Not supported
H5a: Post-visit cognitive image directly impacts overall tourist satisfaction	0.197	0.091	2.171**	Supported
H5b: Post-visit affective image directly impacts overall tourist satisfaction	0.101	0.022	1.279	Not supported
H5c: Post-visit overall image directly impacts overall tourist satisfaction	0.238***	0.090	3.107	Supported
H6: Perceived value directly impacts overall tourist satisfaction	0.195	0.072	2.733***	Supported
H7a: Post-visit cognitive image directly impacts word-of-mouth intentions	0.017	0.017	0.983	Not supported
H7b: Post-visit affective image directly impacts word-of-mouth intentions	0.001	0.001	0.696	Not supported
H7c: Post-visit overall image directly impacts word-of-mouth intentions	0.035	0.022	1.573	Not supported
H8: Perceived value directly impacts word-of-mouth intentions	0.026	0.012	1.594	Not supported
H9: Overall tourist satisfaction directly impacts word-of-mouth intentions	0.437	0.066	6.571***	Supported
H10a: Pre-visit cognitive image directly impacts the post-visit cognitive image	0.730	0.038	19.439***	Supported



H10b: Pre-visit affective image directly impacts the post-visit affective image	0.144	0.073	1.891*	Supported
H10c: Pre-visit overall image directly impacts the post-visit overall image	0.231	0.084	2.745***	Supported
H11a: Pre-visit cognitive image indirectly impacts the perceived value through post-visit cognitive image	0.408	0.049	8.316***	Supported
H11b: Pre-visit affective image indirectly impacts the perceived value through post-visit affective image	0.013	0.011	0.970	Not supported
H11c: Pre-visit overall image indirectly impacts the perceived value through post-visit overall image	0.025	0.023	1.097	Not supported
H12a: Pre-visit cognitive image indirectly impacts overall tourist satisfaction through the post-visit cognitive image	0.145	0.068	2.140**	Supported
H12b: Pre-visit affective image indirectly impacts overall tourist satisfaction through the post-visit affective image	0.003	0.003	0.852	Not supported
H12c: Pre-visit overall image indirectly impacts overall tourist satisfaction through the post-visit overall image	0.065	0.032	2.032**	Supported
H13a: Pre-visit cognitive image indirectly impacts word-of-mouth intentions through the post-visit cognitive image	-0.071	0.070	0.986	Not supported
H13b: Pre-visit affective image indirectly impacts word-of-mouth intentions through the post-visit affective image	0.006	0.004	0.539	Not supported
H13c: Pre-visit overall image indirectly impacts word-of-mouth intentions through the post-visit overall image	-0.027	0.020	1.310	Not supported

\*\*\*p< 0.01; \*\*p<0.05; \*p<0.1

## CHAPTER 6 Discussion of the findings

The aim of the study was: to establish the impact of pre-visit destination image perceptions on post-visit destination image perceptions and destination image evaluation outcome variables. The objectives were:

- to explore extent theories and empirical studies to establish pre- and post-visit destination image as an integrated process;
- to identify the destination image evaluation outcome variables;
- to develop a conceptual model that incorporates pre- and post-visit destination image and the destination image evaluation outcome variables;
- to validate the relationships in the conceptual model using longitudinal data.

The purpose of the previous chapters was to achieve the aim and objectives. Thereafter, the purpose of this chapter is to overview the findings based on the tested relationships in comparison with the prior research and the theoretical grounds. Where appropriate, the findings are discussed by comparing their relative effect in predicting the endogenous variable which can be implemented through the relative sized of the significant path relationships (Hair, 2017). Most importantly, the purpose is to interpret and highlight the importance of the major findings.

In light of the stage and the consistency theories, and the empirical findings that positive image change occurs after being at the destination, the study argued that the destination image should be conceptualized as a dynamic process and therefore, the impact of pre-visit destination image on post-visit experience consequences has to be established.

### 6.1 The antecedents of the affective image

*H1a: Pre-visit cognitive image directly impacts the pre-visit affective image* (the standardized coefficient: 0.544\*\*\*)

*H1b: Post-visit cognitive image directly impacts the post-visit affective image* (the standardized coefficient: 0.432\*\*\*)

As discussed in the literature review, following the discussion that some attitudes are cognition-based (Lee, Martin, Thomas, Guillaume, & Maio, 2015) and because of the degree of involvement concept (Vaughn, 1986) the study took the stance that affection is a

consequence of cognition. Also, this choice was based on many empirical studies (e.g., Becken et al., 2017; Chiu et al., 2016; Fu et al., 2016; Kesić & Pavlic, 2011; Styliadis et al., 2017a; Tan & Wu, 2016). Indeed, through the hypotheses H1a and H3a, the study was able to confirm statistically significant impact of cognitive image on affective image. Besides, this impact was strong both in the pre and post stages. Also, in the pre-visit stage the pre-cognitive image was the only antecedent of the pre affective image and explained almost 30% of the variance ( $R^2 = 0.299$ ).

## 6.2 The antecedents of the overall image

*H2a: Pre-visit cognitive image directly impacts the pre-visit overall image (the standardized coefficient: 0.496\*\*\*)*

*H2b: Post-visit cognitive image directly impacts the post-visit overall image (the standardized coefficient: 0.317\*\*\*)*

*H3a: Pre-visit affective image directly impacts the pre-visit overall image (the standardized coefficient: 0.149\*\*\*)*

*H3b: Post-visit affective image directly impacts the post-visit overall image (the standardized coefficient: 0.160\*\*)*

Based on the attitude theory destination image was identified to comprise cognitive, affective and overall images. Further, following the empirical studies (Giraldi & Cesareo, 2014; Molinillo et al., 2018; Qu et al., 2011; Styliadis et al., 2017b; Wang & Hsu, 2010; Whang et al., 2016) the direct impact of each of these components on overall image was hypothesized.

As expected, the overall image was confirmed to be influenced by cognitive and affective images. The effect of cognitive image was significant at a p-value less than 0.01, while the effect of affective image was significant at a p-value of 0.05 in the pre-stage and at a p-value of 0.1 in the post-stage. Also, the results enabled to determine that cognitive image had the strongest effect on overall image both in the pre and post stages. While this is in line with some studies (Becken et al., 2017; Hallmann et al., 2015; Qu et al., 2011), it contradicts some other studies that found the impact of the affective image on overall image is greater than the cognitive image (Santana & Sevilha Gosling, 2018; Styliadis et al., 2017b).

Further, as per the results, in the pre-stage the cognitive image and affective image together explained 35% of the variance in the overall image. Also, in the post-stage the variance that

the two constructs explained in the overall image was almost the same (i.e., 33%). Therefore, it can be concluded that the two constructs together explained moderate variance in the overall image. Also, the path coefficient from cognitive to overall image appeared higher (0.495) in the pre-visit phase, while in the post visit phase it was relatively lower (0.321). This might be due to more complex nature of post-visit phase in which a tourist confronts with more variables.

### **6.3 The antecedents of the perceived value**

*H4a: Post-visit cognitive image directly impacts the perceived value* (the standardized coefficient: 0.559\*\*\*)

*H4b: Post-visit affective image directly impacts the perceived value* (the standardized coefficient statistically insignificant)

*H4c: Post-visit overall image directly impacts the perceived value* (the standardized coefficient statistically insignificant)

The study tested direct impact of each image component on the perceived value. However, as per the results, the cognitive image was the only antecedent of the perceived value and appeared as a moderately strong predictor with the path coefficient value equal to 0.559 and explained 32% of the variance in the perceived value. As stated in the literature review, the studies have hypothesized impact of destination image in general on perceived value, and hence, not distinguished effect of each image component. Almost all of these studies found this effect as significant (e.g., Alamgir & Nedelea, 2016; Heydari Fard et al., 2019; Kim et al., 2013; Lban et al., 2015; Palau-Saumell et al., 2016; Phillips et al., 2013; Wang et al., 2016a). Therefore, still, the results allow to support that in line with the empirical studies the impact of destination image on perceived value was confirmed.

### **6.4 The antecedents of the overall satisfaction**

*H5a: Post-visit cognitive image directly impacts overall tourist satisfaction* (the standardized coefficient: 0.197\*\*)

*H5b: Post-visit affective image directly impacts overall tourist satisfaction* (the standardized coefficient statistically insignificant)

*H5c: Post-visit overall image directly impacts overall tourist satisfaction* (the standardized coefficient: 0.283\*\*\*)

*H6: Perceived value directly impacts overall tourist satisfaction* (the standardized coefficient: 0.195\*\*\*)

Three exogenous variables were confirmed to have statistically significant effect on the overall satisfaction: cognitive image, affective image and perceived value. The effect of affective image was statistically insignificant. Relative importance of cognitive image and perceived value on overall satisfaction was almost the same because the path from the cognitive image was 0.197, while it was 0.195 from the perceived value. The overall image had relatively stronger effect with the path coefficient of 0.283; in general, it is still considered as small effect. Also, the three constructs jointly explained 31% of the variance in the overall satisfaction.

These findings agree with the literature because it confirmed that as visitors' perceptions of a destination improve, so does their satisfaction levels with their experience (Chiu et al., 2016; Mashwama et al., 2019; Sun et al., 2013). Also, the perceived value appears as an important predictor in the empirical studies by Akhoondnejad (2016), Bonnefoy-Claudet and Ghantous (2013), Hapsari et al. (2016), Kim et al. (2013), Moutinho et al. (2012) and Sun et al. (2013). However, there are studies that did not find impact of image as significant (e.g., del Bosque & Martín, 2008; Kim et al., 2013). Also, it contradicts the findings by Chiu et al. (2016) that identified affective image as critical in establishing tourist satisfaction, and the findings by Tavitiyaman and Qu (2013) that identified cognition as the main antecedent of satisfaction.

## **6.5 The antecedents of the word-of-mouth intentions**

*H7a: Post-visit cognitive image directly impacts word-of-mouth intentions* (the standardized coefficient statistically insignificant)

*H7b: Post-visit affective image directly impacts word-of-mouth intentions* (the standardized coefficient statistically insignificant)

*H7c: Post-visit overall image directly impacts word-of-mouth intentions* (the standardized coefficient statistically insignificant)

*H8: Perceived value directly impacts word-of-mouth intentions* (the standardized coefficient statistically insignificant)

*H9: Overall tourist satisfaction directly impacts word-of-mouth intentions (the standardized coefficient: 0.437\*\*\*)*

In the conceptual model the five constructs were set as predictors of the WOM intentions. Nevertheless, the impact of only overall satisfaction was significant. With the path coefficient of 0.438 it can be considered as a moderate predictor.

Although, the impact of destination image on behavioural intentions (i.e., revisit and recommend) is well-established in empirical studies, there are different findings when it comes to the impact of each component. Chew and Jahari (2014) confirmed the influence of both cognitive and affective images on behavioural intentions. In addition, Styliadis et al. (2017b) reported overall, cognitive and affective image each had influence on intentions to recommend. Agapito et al. (2013); Chiu et al. (2016); Whang et al. (2016) identified that only affective image was significant to impact the behavioural intentions. On the other hand, Jin et al. (2013) and Wang and Hsu (2010) found no significant relationship between destination image and loyalty. Therefore, the results are contradictory to these empirical studies. However, it is in line with several other studies. For example, Almeida-Santana and Moreno-Gil (2018), Fu et al. (2016), Prayag (2012), Wong et al. (2019) and Zeugner-Roth and Žabkar (2015) specifically pointed out that by forming positive cognitive image tourists express increased willingness to spread positive WOM. Also, Stylos et al. (2017) identified overall image as the direct antecedent of behavioural intentions.

Similar can be said about the findings on the relationships between perceived value and behavioural intentions. Many empirical findings confirm perceived value as recognized determinant of behavioural intentions (Akhoondnejad, 2015; Chen & Chen, 2010; Cheng & Lu, 2013; de Oliveira Santini et al., 2018; Dlačić et al., 2014; Kim, 2018; Kim & Park, 2017; Kim et al., 2013; Moutinho et al., 2012). However, like the current study, Akhoondnejad (2016), Palau-Saumell et al. (2016), Phillips et al. (2013) and Sun et al. (2013) did not confirm this relationship.

Probably the well-established antecedent of the behavioural intentions is overall satisfaction. For example, Akhoondnejad (2016); Antón et al. (2017); Bigovic and Prašnikar (2015); Cevdet Altunel and Erkurt (2015); Hall et al. (2017b); Jin et al. (2015); Kim (2018); Kim et al. (2013); Lee et al. (2019a); Lee and Hsu (2013); Martín-Santana et al. (2017); Moutinho et al. (2012); Prayag et al. (2017); Ribeiro et al. (2018); Styliadis et al. (2017a); Sun et al. (2013)

are few of the studies that confirmed overall satisfaction as a strong determinant of behavioural intentions. In line with these studies, satisfaction is as an antecedent of WOM intentions with fairly strong effect of 0.437. So, in the analysis of the current study the overall satisfaction was the only direct antecedent of behavioural intentions.

## **6.6 Reasons to different findings in the literature**

The studies on tourist behaviour replicate the exact relationships, such as the impact of destination image on tourist satisfaction. Nevertheless, the findings among the studies are sometimes contradictory. The same applies to the current study. As seen, the results of the analysis are similar to the findings in many empirical studies. However, it was also noted that the results differ with some of the studies. There are several assumptions that could explain this difference.

First, as explained by Cohen et al. (2014) the problem is that despite the replications the results are not comparable because of distinct tourist samples or destinations. Indeed, some empirical studies indicate the role of sample population. For example, Jin et al. (2015) found perceived value as a significant predictor of behavioural intentions for repeat visitors, but not for those who are visiting the destination for the first time. Second, as mentioned in the discussion of the overall satisfaction the attention should be paid on how the study operationalized the construct; Žabkar et al. (2010) indicated that insignificant results found in some studies might be due to operationalizing more than one construct using similar measures. Therefore, comparative discussion of the analysis should be approached with differences such as in measures and sample population. Third, Phillips et al. (2013) explained the lack of direct impact of destination image on behavioural intentions might be that some tourists are reluctant to share opinions. Also, there might be mediating effect, not direct effect as found in some studies satisfaction serves as a mediator in the effect of destination image on behavioural intentions (Bhat Suhail & Darzi Mushtaq, 2018; Liu et al., 2017; Su et al., 2017). Therefore, factors such as these should be considered while comparing the results among the studies.

## 6.7 The impact of pre-visit destination image on post-visit destination image

*H10a: Pre-visit cognitive image directly impacts the post-visit cognitive image (the standardized coefficient: 0.730\*\*\*)*

*H10b: Pre-visit affective image directly impacts the post-visit affective image (the standardized coefficient: 0.144\*)*

*H10c: Pre-visit overall image directly impacts the post-visit overall image (the standardized coefficient: 0.231\*\*\*)*

The hypotheses H10a, H10b and H10c were proposed to fulfil part of the study's aim – to establish the impact of pre-visit destination image perceptions on post-visit destination image perceptions and destination image evaluation outcomes. The hypotheses proposed direct impact of each image component on its subsequent component based on the stage and consistency seeking theories and the nature of the constructs. All the three hypotheses were confirmed as statistically significant. To highlight, the relationship was strong for the cognitive image with the standardised path coefficient of 0.730 (H11a). The effects of the affective and overall images were also significant but relatively smaller (H11b, H11c).

In the literature review chapter it was discussed that the destination image is a dynamic structure because it is continuously evolving (Iordanova, 2017), and their past states dictate their future states (Gilbert et al., 2015). Primarily, the stage theories and the consistency seeking theories were identified to support the multi-stage property of destination image and the impact of pre-visit on post-visit consequences. The stage theory states the image develops before the trip and continues to modify at the destination (Kim et al., 2019b). On the other hand, the notion of the consistency seeking theories allows to assume that the post-visit perceptions are the result of the direct impact of the pre-visit perceptions. This is quite likely to apply to tourists because their decisions involve high commitment (Lin & Kuo, 2018). Next, this claim was empirically supported with the studies which found that the destination image perceptions become more positive after the travel experience (Akhoondnejad, 2015; Iordanova & Styliadis, 2019; Kim et al., 2009; Kim et al., 2019b; Lee et al., 2014a; Papadimitriou et al., 2015; Yilmaz et al., 2009). Current study as well, can confirm that positive image change takes place after experiencing the destination.



However, taking a step further it confirmed direct impact of the pre-visit image on post-visit image. This finding is important to identify how significant the role of destination image shaped before experiencing the destination is in shaping the perceptions that tourists develop experiencing the destination. As the results show, the pre-visit cognitive, affective and overall images all played role in this process. Particularly, the impact of pre-visit cognitive image on post-visit cognitive image was the strongest of all, which has potential practical implications. Most importantly, these findings indicate that indeed the pre- and post-stages should be investigated in integration so that the predictive capability of the model increases and that the root cause of the outcome variables is properly addressed.

## **6.8 The indirect impacts of destination image on post-visit destination image evaluation outcomes**

*H11a: Pre-visit cognitive image indirectly impacts the perceived value through the post-visit cognitive image (the standardized coefficient: 0.408\*\*\*)*

*H11b: Pre-visit affective image indirectly impacts the perceived value through the post-visit affective image (the standardized coefficient statistically insignificant)*

*H11c: Pre-visit overall image indirectly impacts the perceived value through the post-visit overall image (the standardized coefficient statistically insignificant)*

*H12a: Pre-visit cognitive image indirectly impacts overall tourist satisfaction through the post-visit cognitive image (the standardized coefficient: 0.145\*\*)*

*H12b: Pre-visit affective image indirectly impacts overall tourist satisfaction through the post-visit affective image (the standardized coefficient statistically insignificant)*

*H12c: Pre-visit overall image indirectly impacts overall tourist satisfaction through the post-visit overall image (the standardized coefficient: 0.065\*\*)*

*H13a: Pre-visit cognitive image indirectly impacts word-of-mouth intentions through the post-visit cognitive image (the standardized coefficient statistically insignificant)*  
insignificant)

*H13b: Pre-visit affective image indirectly impacts word-of-mouth intentions through the post-visit affective image (the standardized coefficient statistically insignificant)*

*H13c: Pre-visit overall image indirectly impacts word-of-mouth intentions through the post-visit overall image (the standardized coefficient statistically insignificant)*

Through the hypotheses H1a – H13c the study proposed indirect impact of the pre-visit destination image on the post-visit evaluation outcome constructs (i.e., perceived value, overall satisfaction and word-of-mouth intentions). The complexity of the conceptual model created a possibility to explore numerous mediating mechanisms but given the scope of the study these mediating effects were proposed based on the theoretical foundation of that the study is based on (i.e., stage and consistency seeking theories).

The pre-visit cognitive image indirectly impacted the perceived value through the post-visit cognitive image. Also, the pre-visit cognitive and overall images indirectly impacted the overall satisfaction through the post-visit cognitive and overall images. Although the pre-visit affective image had no direct impact on these outcome variables, generally it can be concluded that pre-visit destination image indirectly impacted the perceived value and overall satisfaction. However, the pre-visit destination image had no impact on the word of mouth intentions.

As discussed in the previous sections of this chapter, the post-cognitive image was the only dimension of destination image with direct impact on perceived value. Also, the post-cognitive and overall images, but not affective image, were direct antecedents of overall satisfaction. Given the characteristics of tourism it is recognized that a tourist shapes their perception based on the information they receive. This is confirmed through empirical evidence; it was seen that that pre and post stage studies repeatedly identified predominance of cognitions before visit, while affection was relatively salient. For example, Jani and Hwang (2011), and MacKay and McVetty (2002) reported before visits tourists primarily had cognitive image. These studies could assist in understanding the insignificant result of the path from the pre-affective image on the post-visit consequences.

However, the word-of-mouth intentions was not impacted by the post-visit destination image. This agreed with some of the studies, while at the same time contradicted with others. Possible reasons for the differences among the studies' findings were also reviewed. Therefore, the results of the indirect effects can be accepted as satisfactory. The most important finding from these indirect impacts is that, again, the pre-visit image is a construct that maintains its impact throughout the tourist's experience at the destination. Given the significant attention in the literature on destination image as the important antecedent of the destination image evaluation outcome variables, these results showed the need to focus on integrated conceptual models; the studies that test impact of image on tourists' post-visit

behavioural intentions maybe benefit in better understanding this impact if the image is properly specified as ‘post-visit image’ instead of ‘destination image’.

## **6.9 Findings of the destination image of Uzbekistan**

Generally, the results confirmed that Uzbekistan is perceived as favourable cultural destination by the international tourists. The t-test findings identified that the historical sites, architecture and culture were highly positively rated in the pre and post visit questionnaires, and they were rated even higher after the visit. These three items represent the cultural features of the destination. Therefore, it can be concluded that the destination has an image as a cultural destination, which matches its promoted image.

Still the image perceptions were vaguer before the visit because the respondents had more holistic image of Uzbekistan as a cultural destination and used indistinct positive expressions like ‘nice’ and ‘exciting’, and more general expressions like ‘history’ and ‘culture’. It is interesting that despite being promoted as a Silk Road destination, only after the visit more tourists knew the destination as a Silk Road. In the pre-visit phase only 5 respondents mentioned the Silk Road, though Uzbekistan comes in parallel with the Silk Road in the tourism promotional materials, while in the post-visit phase it was mentioned by 48 respondents, which might be due to enriched image by experiencing the routes of this ancient road which connected trade between the East and the West. This shows that promotion materials could be more influential in highlighting the uniqueness of Uzbekistan so that it becomes the premier attribute in the potential tourist’s minds, because with its ability to create a competitive advantage ‘a strong, unique image is the essence of destination positioning’ (Qu et al., 2011, p. 466). Therefore, strong elements that uniquely differentiate a destination should be the first step of a positioning strategy.

In addition, there were certain factors that the tourists were indeterminant about. The results showed that the perceptions about some of these attributes improved after the visit. One of them is the safety of the destination, because before their visit they rated the safety attribute as neutral, while after the visit it received a positive shift. Also, the tourists were unsure about the food and the climate of the destination they were pleased about these attributes after their visit. Therefore, to encourage more certainty in potential tourists, it might be beneficial for the destination marketers to consider providing better insights into these features of the destination in their promotions.

On the opposite, perception of some attributes remained the same after the visit. Also, the tourists' expectations about the natural attractions of the destination did not change much after the visit. This might be due to the sample population of the study because their itinerary was along the cultural attractions. Further, the hygiene and cleanliness ratings pre visit was neutral and remained the same after the visit; this indicates the need for improvement because the tourists might have been sceptical to give negative ratings but instead rated the same neutral after their visit. These factors (i.e., cleanliness, infrastructure and unpolluted environment) received relatively lower scores in other studies as well (e.g., Kantarci, 2007; Yilmaz et al., 2009). However, in the importance-satisfaction study by Joppe, Martin, and Waalen (2001) cleanliness was rated as important by the tourists. Similarly, Lee and Lee (2009) found safety and cleanliness as the most salient attributes with effect on tourists' destination choices. Therefore, these factors might need to be handled carefully by the marketing parties while attracting new tourists. On the other hand, there are empirical findings that identified the most important factors that shape the destination image are historical and cultural heritage, restful atmosphere, shopping, and food (Aksoy & Kiyici, 2011). Therefore, another possibility is that how the attributes are perceived might be dependent on the nature of the attributes. For example, unique attributes with more tangible features like historical buildings might be expected to increase positive perceptions, while general attributes like cleanliness might not guarantee positive change.

Nevertheless, it can be concluded that the destination is quite successful in pleasing the tourists because the cognitive and affective image perceptions were mainly positive after the visit. More importantly, the overall image was positive in both phases, and more positive than pre-visit; most rated their overall perceptions of the destination as very favourable. Hall et al. (2017b) empirically confirmed that not every attribute is necessary to be satisfied with in order to achieve overall satisfaction and positive behavioural intentions. Likewise, although not all the attributes of image were perceived positive, overall image was perceived highly positive.

# **Conclusion, Implications, Limitations**

## **Conclusion**

Overall, the study tested a conceptual model of pre-visit destination image – post-visit destination image – perceived value – overall satisfaction – word-of-mouth intentions. Therefore, generally, it can be concluded that the findings confirm the conceptual framework.

In the literature chapter it was discussed that the destination image is a dynamic structure because it is continuously evolving (Iordanova, 2017), and their past states dictate their future states (Gilbert et al., 2015). Primarily, the stage theories and the consistency seeking theories were identified to support the multi-stage property of destination image and the impact of pre-visit on post-visit consequences.

The stage theory stated the image develops before the trip and continues to modify at the destination (Kim et al., 2019b). When comparing the findings of this study with the stage theory, similarities and differences exist. Following the stage theory, the findings confirmed that the pre-visit destination image is the preceding stage of the post-visit image which together provide more complete picture of destination image. However, there are other stages in between the pre- and post-stages as per the stage theory. Nevertheless, as earlier stated, the stages and their sequence are not fixed. Besides, the literature indicated the pre- and post-stages as the most important in shaping the destination image. Therefore, considering the practical difficulties in testing the model based on the longitudinal data, the findings provided a valuable insight into examining the pre- and post-stages as a complex process.

Further, the concept of the consistency theories was applied to propose positive impact of pre-visit image on post-visit image and consequences. Particularly, this is quite likely to apply to tourists because their decisions involve high commitments (Lin & Kuo, 2018). Indeed, the pre-visit image maintained considerably significant direct impact on the post-visit image and positive indirect impact on the post-visit consequences through the post-visit image.

To conclude, the findings revealed the destination image develops in more than a single stage in which the stages are independent, and at the same time are integrated. The destination

image developed before experiencing the destination is crucial because it continues to have its impact on the post-visit consequences.

## **Theoretical implications**

Although extensive research has been carried out on destination image from the perspective of tourist perceptions and have made immense contributions, previous studies haven't yet explored the real impact of pre-visit image dimensions on post-visit image dimensions that then goes on to impact the visitor perceptions of satisfaction, value and word of mouth intentions. Firstly, the current study, using an appropriate longitudinal research design, shows that pre-visit image dimensions can positively impact post-visit image dimensions and then result in changing the tourist perceptions of destination image evaluation outcomes. The results from the empirical study find support to the tri-component model of destination image (ie. cognitive, affective and overall). This result therefore endorses conclusion from previous studies (eg. Lin et al, 2007; Styliadis, Shani and Belhassen, 2017 etc.) which recommend a tri-component model of destination image. However, the study extends this model by identifying the pre-visit tri-component model as an antecedent to the post-visit tri-component model. The study also explores the mediating mechanism through which pre-visit destination image translates into the post-visit destination image evaluation outcomes. This result provides interesting insights into the image formation process and leads for future research studies. Therefore, theoretically, this study reveals the need to pay closer attention to the root cause of the consequences, and to be more specific so that the conceptual models adhere to the theoretical concepts, such as the stage and consistency theories, and that practical implications are directed more precisely.

Secondly, the study by employing a true-longitudinal design that measures destination image from the same respondents at two points in time fulfils the calls made in several previous studies (e.g., Eusébio & Vieira, 2013; Lee & Bai, 2016; Martín-Santana et al., 2017) for employing such longitudinal designs to understand the dynamic nature of destination image change.

Thirdly, the study finds the vital role played by cognitive image rather than affective or overall image in the final destination image formation process. While affective image and overall image perceptions do play a role, it is the cognitive image that is found to have the greatest and the most crucial impact in the image formation process. This result supports the

findings from several previous studies where cognitive image is recognised as the most important component of the tri-component model.

Fourthly, in this study cognitive image is operationalised as a formative construct. This is a methodological contribution to the existing knowledge on cognitive destination image. While most previous studies have used an attribute based model for measuring cognitive image of a destination, the belief was that as a reflective construct, the cognitive image of a visitor will be reflected in the perception of each of the attributes used to form the cognitive image (e.g., Styliadis et al., 2017b). However, the current study proposes that the assessment/perception about each of the attributes contribute to form the cognitive image of a destination. Empirical proof for the measurement model therefore contributes to this debate and provokes a relook at the prevalent methodology to measure cognitive image.

To sum up, current study achieved to address, with empirical validation, several conceptual and methodological weaknesses in the area of destination image research.

## **Practical implications**

Understanding how tourists evaluate and choose a destination is important for all tourism stakeholders; for destinations it means increased tourism and as such increased employment, for tourism firms it provides a key for strategic decisions such as where the business should be located, while for tourists themselves the results from deeper understanding of their choice behaviour provide with better fulfilment of their needs and wants by the destinations and tourism industries (Josiassen, Assaf, Woo, & Kock, 2016a).

From a practical standpoint, the study's managerial implication relates to the results which show the crucial role played by pre-visit image on the post-visit image formation process. The study shows that strong pre-visit image perceptions can impact the visitors image formation process through a consistency-motivation model. In this model, positive pre-visit image could persuade the visitor to frame the visit experiences in a positive way by possibly filtering off mild negative incidents or amplifying positive incidents. Thus, creating a strong positive destination image may actually be very beneficial for the destination marketing organisations. The study therefore recommend that; rather than a guarded promotion of the destination image in order to avoid any disconfirmation shocks destination marketing organisations will benefit more by projecting a strong positive image about the destination so

that the visitors will in fact try to reinforce their pre-visit positive image perceptions throughout their visit. This is an important message that destination marketing organizations could adopt in their promotion and pre-visit communication to visitors.

Further, based on the consistency theories it confirms that once developed destination image before the visit bears its impact on tourists' evaluations of their experience and therefore, on their perceived value, satisfaction and word-of-mouth intentions – main factors that the practitioners strive to achieve. Therefore, again, this indicates that the practitioners should be cautious in their promotions and should strengthen the efforts of gaining the desired destination image perceptions in tourists before the visit to the destination. Practically, the study also identified the image of Uzbekistan as a tourist destination, which might be of interest to the tourism bodies of the destination.

## **Limitations**

While the study adopted a paired data collection approach and followed the longitudinal research design methodology, there are still several methodological limitations that impact the generalisability of the study.

Firstly, the study collected the data in Uzbekistan through the tour guides, therefore the findings are limited to this context. Also, this meant that the perceptions of the sample population were limited to the experience that they were exposed to by the pre-determined tours. Besides, this also meant that the entire sample population experienced the destination from the same perspective. Therefore, these limitations should be considered in interpreting the findings.

Secondly, all the inherent limitations of a convenience sample are present in the study as well as the issue of a relatively small sample size. Thirdly, unlike previous studies the longitudinal data of this study was collected from international tourists arriving from different countries to increase heterogeneity in the sample. Still, the sample population was limited in number in each group, for example, by nationality and other factors. Therefore, it was not possible to test effects of possible moderators in the model.



## **Future research areas**

Several topics arise to extend the conceptual framework of this study in the future research.

Firstly, future research might consider extending longitudinal nature of the study by collecting data in more than two time periods. Secondly, in their longitudinal studies future studies could attempt to examine moderating effects like the culture and motivations. Thirdly, there is an opportunity for future research to take this study a step further by investigating the conceptual model through a comparative study.

## References

- Abdalla, M. M., Ribas, J. R., & da Costa Vieira, P. R. (2014). The antecedents of word of mouth intentions about a Brazilian tourist destination. *Tourism & Management Studies*, 10(1), 104-111.
- Agapito, D., Oom do Valle, P., & da Costa Mendes, J. (2013). The Cognitive-Affective-Conative Model of Destination Image: A Confirmatory Analysis. *Journal of Travel & Tourism Marketing*, 30(5), 471-481. doi:10.1080/10548408.2013.803393
- Agapito, D., Pinto, P., & Mendes, J. (2011). Understanding Tourist Recommendation through Destination Image: A Chaid Analysis. *Tourism & Management Studies*, 7(7), 33.
- Agyeiwaah, E., Adongo, R., Dimache, A., & Wondirad, A. (2016). Make a customer, not a sale: Tourist satisfaction in Hong Kong. *Tourism Management*, 57, 68-79. doi:<https://doi.org/10.1016/j.tourman.2016.05.014>
- Airey, D., & Shackley, M. (1997). Tourism development in Uzbekistan. *Tourism Management*, 18(4), 199-208. doi:[https://doi.org/10.1016/S0261-5177\(97\)00006-X](https://doi.org/10.1016/S0261-5177(97)00006-X)
- Ajzen, I. (1993). Attitude theory and the attitude-behavior relation. In (pp. 41-57).
- Ajzen, I., & Fishbein, M. (2000). Attitudes and the Attitude-Behavior Relation: Reasoned and Automatic Processes. *European Review of Social Psychology - EUR REV SOC PSYCHOL*, 11, 1-33. doi:10.1080/14792779943000116
- Akgün, A. E., Senturk, H. A., Keskin, H., & Onal, I. (2020). The relationships among nostalgic emotion, destination images and tourist behaviors: An empirical study of Istanbul. *Journal of Destination Marketing & Management*, 16, 100355. doi:<https://doi.org/10.1016/j.jdmm.2019.03.009>
- Akhoondnejad, A. (2015). Analyzing the Pre-Travel, On-Travel, and Post-Travel Behaviors of Iran's First-Time Visitors. *Journal of Travel & Tourism Marketing*, 32(8), 1023-1033. doi:10.1080/10548408.2014.957796
- Akhoondnejad, A. (2016). Tourist loyalty to a local cultural event: The case of Turkmen handicrafts festival. *Tourism Management*, 52, 468-477. doi:10.1016/j.tourman.2015.06.027
- Akroush Mamoun, N., Jraisat Luai, E., Kurdieh Dina, J., N., A.-F. R., & Qatu Laila, T. (2016). Tourism service quality and destination loyalty – the mediating role of destination image from international tourists' perspectives. *Tourism Review*, 71(1), 18-44. doi:10.1108/TR-11-2014-0057
- Aksoy, R., & Kiyici, S. (2011). A destination image as a type of image and measuring destination image in tourism (Amasra case). *European Journal of Social Sciences*, 20(3), 478-488.
- Aktaş, A., Çevirgen, A., & Toker, B. (2010). Tourists' satisfaction and behavioral intentions on destination attributes: An empirical study in Alanya. *Tourism Analysis*, 15(2), 243-252. doi:<https://doi.org/10.3727/108354210X12724863327849>
- Al-Ansi, A., & Han, H. (2019). Role of halal-friendly destination performances, value, satisfaction, and trust in generating destination image and loyalty. *Journal of Destination Marketing & Management*, 13, 51-60. doi:<https://doi.org/10.1016/j.jdmm.2019.05.007>
- Al-Kwafi Osama, S. (2015). The impact of destination images on tourists' decision making: A technological exploratory study using fMRI. *Journal of Hospitality and Tourism Technology*, 6(2), 174-194. doi:10.1108/JHTT-06-2015-0024
- Alamgir, M., & Nedelea, A. M. (2016). Antecedents of perceived value and its impact on tourist satisfaction: A Bangladesh perspective study. *Revista de turism - studii si cercetari in turism / Journal of tourism - studies and research in tourism*, 22(2), 19-25.
- Albayrak, T., & Caber, M. (2018). Examining the relationship between tourist motivation and satisfaction by two competing methods. *Tourism Management*, 69, 201-213. doi:<https://doi.org/10.1016/j.tourman.2018.06.015>

- Alcañiz, E. B., García, I. S., & Blas, S. S. (2005). Relationships among residents' image, evaluation of the stay and post-purchase behaviour. *Journal of Vacation Marketing*, 11(4), 291-302. doi:10.1177/1356766705056626
- Alieva, M. (2010). Uzbek travel services industry and international comparison. *Perspectives of Innovations, Economics and Business*, 6(3), 66-70. doi:10.15208/pieb.2010.82
- Allameh Sayyed, M., Khazaei Pool, J., Jaber, A., Salehzadeh, R., & Asadi, H. (2015). Factors influencing sport tourists' revisit intentions: The role and effect of destination image, perceived quality, perceived value and satisfaction. *Asia Pacific Journal of Marketing and Logistics*, 27(2), 191-207. doi:10.1108/APJML-12-2013-0159
- Almeida-Santana, A., & Moreno-Gil, S. (2018). Understanding tourism loyalty: Horizontal vs. destination loyalty. *Tourism Management*, 65, 245-255. doi:10.1016/j.tourman.2017.10.011
- Alvarez, M. D., & Campo, S. (2011). Controllable versus uncontrollable information sources: effects on the image of turkey. *International Journal of Tourism Research*, 13(4), 310-323. doi:10.1002/jtr.838
- Añaña, E., Anjos, F., & Pereira, M. (2018). Touristic Destination Image in Light of the Service Dominant Logic of Marketing. *Tourism & Management Studies*, 14. doi:10.18089/tms.2018.14301
- Anilkumar, N., & Joseph, J. (2012). Factors Influencing the Pre-Purchase Attitude of Consumers: A Study.
- Antón, C., Camarero, C., & Laguna-García, M. (2017). Towards a new approach of destination loyalty drivers: satisfaction, visit intensity and tourist motivations. *Current Issues in Tourism*, 20(3), 238-260. doi:10.1080/13683500.2014.936834
- Aronson, E. (1997). The theory of cognitive dissonance: The evolution and vicissitudes of an idea. In C. McGarty & S. A. Haslam (Eds.), *The message of social psychology: Perspectives on mind in society* (pp. 20-35). Cambridge MA: Blackwell.
- Ashman, R., Solomon, M. R., & Wolny, J. (2015). An old model for a new age: Consumer decision making in participatory digital culture. *Journal of Customer Behaviour*, 14(2), 127-146. doi:<https://doi.org/10.1362/147539215X14373846805743>
- Assaker, G. (2014). Examining a hierarchical model of Australia's destination image. *Journal of Vacation Marketing*, 20(3), 195-210. doi:10.1177/1356766714527104
- Assaker, G., & Hallak, R. (2013). Moderating effects of tourists' novelty-seeking tendencies on destination image, visitor satisfaction, and short- and long-term revisit intentions. *Journal of Travel Research*, 52(5), 600-613. doi:10.1177/0047287513478497
- Assaker, G., Hallak, R., Assaf, A. G., & Assad, T. (2015). Validating a structural model of destination image, satisfaction, and loyalty across gender and age: Multigroup analysis with PLS-SEM. *Tourism Analysis*, 20(6), 577-591. doi:<https://doi.org/10.3727/108354215X14464845877797>
- Assaker, G., Vinzi, V. E., & O'Connor, P. (2011). Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return pattern: A two factor, non-linear latent growth model. *Tourism Management*, 32(4), 890-901. doi:<https://doi.org/10.1016/j.tourman.2010.08.004>
- Atadil, H. A., Sirakaya-Turk, E., & Altintas, V. (2017). An analysis of destination image for emerging markets of Turkey. *Journal of Vacation Marketing*, 23(1), 37-54. doi:10.1177/1356766715616858
- Awaritefe, O. D. (2004). Destination image differences between prospective and actual tourists in Nigeria. *Journal of Vacation Marketing*, 10(3), 264-281. doi:10.1177/135676670401000306
- Aziz, A., & Zainol, N. A. (2009). Local and foreign tourists' image of highland tourism destinations in Peninsular Malaysia. *Pertanika Journal of Social Science & Humanities*, 17(1), 33-46.
- Bäckström, M., & Björklund, F. (2014). Social Desirability in Personality Inventories: The Nature of the Evaluative Factor. *Journal of Individual Differences*, 35(3), 144-157. doi:10.1027/1614-0001/a000138

- Bairrada, C., Vieira, M., & Fontes da Costa, J. (2019). Antecedents and outcomes of a city's global image: The impact of a tourist staple. *European Journal of Tourism Research*, 21, 87-101.
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785-804. doi:[https://doi.org/10.1016/S0160-7383\(99\)00108-5](https://doi.org/10.1016/S0160-7383(99)00108-5)
- Baloglu, S. (1997). The relationship between destination images and sociodemographic and trip characteristics of international travellers. *Journal of Vacation Marketing*, 3(3), 221-233. doi:10.1177/135676679700300304
- Baloglu, S. (1998). An Empirical Investigation of Attitude Theory for Tourist Destinations: a Comparison of Visitors and Nonvisitors. *Journal of Hospitality & Tourism Research*, 22(3), 211-224. doi:10.1177/109634809802200301
- Baloglu, S. (2000). A Path Analytic Model of Visitation Intention Involving Information Sources, Socio-Psychological Motivations, and Destination Image. *Journal of Travel & Tourism Marketing*, 8(3), 81-90. doi:10.1300/J073v08n03\_05
- Baloglu, S. (2001). Image variations of Turkey by familiarity index: informational and experiential dimensions. *Tourism Management*, 22(2), 127-133. doi:[https://doi.org/10.1016/S0261-5177\(00\)00049-2](https://doi.org/10.1016/S0261-5177(00)00049-2)
- Baloglu, S., Henthorne, T. L., & Sahin, S. (2014). Destination Image and Brand Personality of Jamaica: A Model of Tourist Behavior. *Journal of Travel & Tourism Marketing*, 31(8), 1057-1070. doi:10.1080/10548408.2014.892468
- Baloglu, S., & Mangaloglu, M. (2001). Tourism destination images of Turkey, Egypt, Greece, and Italy as perceived by US-based tour operators and travel agents. *Tourism Management*, 22(1), 1-9. doi:[https://doi.org/10.1016/S0261-5177\(00\)00030-3](https://doi.org/10.1016/S0261-5177(00)00030-3)
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4), 868-897. doi:[https://doi.org/10.1016/S0160-7383\(99\)00030-4](https://doi.org/10.1016/S0160-7383(99)00030-4)
- Baloglu, S., Pekcan, A., Chen, S.-L., & Santos, J. (2004). The Relationship Between Destination Performance, Overall Satisfaction, and Behavioral Intention for Distinct Segments. *Journal of Quality Assurance in Hospitality & Tourism*, 4(3-4), 149-165. doi:10.1300/J162v04n03\_10
- Barnes, S. J., Mattsson, J., & Sørensen, F. (2014). Destination brand experience and visitor behavior: Testing a scale in the tourism context. *Annals of Tourism Research*, 48, 121-139. doi:<https://doi.org/10.1016/j.annals.2014.06.002>
- Basala, S. L., & Klenosky, D. B. (2001). Travel-Style Preferences for Visiting a Novel Destination: A Conjoint Investigation across the Novelty-Familiarity Continuum. *Journal of Travel Research*, 40(2), 172-182. doi:10.1177/004728750104000208
- Batoteng, H., Suharno, S. H., & Hidayati, T. (2019). Antecedent of satisfaction and information words of mouth and its implications on revisit intention in Derawan Resort, Berau Regency East Kalimantan. *International Journal of Scientific & Technology Research*, 8(7).
- Baxtishodovich, B. S., Suyunovich, T. I., & Kholiqulov, A. (2017). The start-up of tourism in Central Asia Case of Uzbekistan. *World Scientific News*, 2(67), 219-237.
- Becken, S., Jin, X., Zhang, C., & Gao, J. (2017). Urban air pollution in China: destination image and risk perceptions. *Journal of Sustainable Tourism*, 25(1), 130-147. doi:10.1080/09669582.2016.1177067
- Becker, J.-M., Klein, K., & Wetzels, M. (2012). Hierarchical Latent Variable Models in PLS-SEM: Guidelines for Using Reflective-Formative Type Models. *Long Range Planning*, 45(5), 359-394. doi:<https://doi.org/10.1016/j.lrp.2012.10.001>
- Bédiová, M., & Ryglová, K. (2015). The Main Factors Influencing the Destination Choice, Satisfaction and the Loyalty of Ski Resorts Customers in the Context of Different Research Approaches. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, 63(2), 499-505. doi:10.11118/actaun201563020499
- Beerli-Palacio, A., & Martín-Santana, J. D. (2019). Explaining the gap in the image of tourist destinations through the content of and exposure to secondary sources of information. *Current Issues in Tourism*, 1-13. doi:10.1080/13683500.2019.1658726

- Beerli-Palacio, A., & Martín-Santana Josefa, D. (2017). How does confirmation of motivations influence on the pre- and post-visit change of image of a destination? *European Journal of Management and Business Economics*, 26(2), 238-251. doi:10.1108/EJMBE-07-2017-014
- Beerli, A., & Martín, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657-681. doi:<https://doi.org/10.1016/j.annals.2004.01.010>
- Beerli, A., & Martín, J. D. (2004). Tourists' characteristics and the perceived image of tourist destinations: a quantitative analysis—a case study of Lanzarote, Spain. *Tourism Management*, 25(5), 623-636. doi:10.1016/j.tourman.2003.06.004
- Beerli, A., Meneses, G. D., & Gil, S. M. (2007). Self-congruity and destination choice. *Annals of Tourism Research*, 34(3), 571-587. doi:10.1016/j.annals.2007.01.005
- Bem, D. J. (1972). Self-perception theory. In B. L. (Ed.), *Advances in experimental social psychology* (Vol. 6, pp. 1-62). New York: Academic Press.
- Bergkvist, L., & Rossiter, J. R. (2007). The Predictive Validity of Multiple-Item versus Single-Item Measures of the Same Constructs. *Journal of Marketing Research*, 44(2), 175-184. doi:10.1509/jmkr.44.2.175
- Bergmeister, F. M. (2015). Shaping Southeast Asia: Tracing tourism imaginaries in guidebooks and travel blogs. *Austrian Journal of South-East Asian Studies*, 8(2), 203-208. doi:doi.org/10.14764/10.ASEAS-2015.2-6
- Bhat Suhail, A., & Darzi Mushtaq, A. (2018). Antecedents of tourist loyalty to tourist destinations: a mediated-moderation study. *International Journal of Tourism Cities*, 4(2), 261-278. doi:10.1108/IJTC-12-2017-0079
- Bigné Alcañiz, E., Sánchez García, I., & Sanz Blas, S. (2009). The functional-psychological continuum in the cognitive image of a destination: A confirmatory analysis. *Tourism Management*, 30(5), 715-723. doi:<https://doi.org/10.1016/j.tourman.2008.10.020>
- Bigné, E., Sanchez, I., & Andreu, L. (2009). The role of variety seeking in short and long run revisit intentions in holiday destinations. *International Journal of Culture, Tourism and Hospitality Research*, 3, 103-115. doi:10.1108/17506180910962113
- Bigné, J. E., Sánchez, M. I., & Sánchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism Management*, 22(6), 607-616. doi:[https://doi.org/10.1016/S0261-5177\(01\)00035-8](https://doi.org/10.1016/S0261-5177(01)00035-8)
- Bigovic, M., & Prašnikar, J. (2015). Predicting tourists' behavioural intentions at the destination level. *Current Issues in Tourism*, 18(8), 744-764. doi:10.1080/13683500.2013.860956
- Blaikie, N., & Priest, J. (2019). *Designing social research: The logic of anticipation*: John Wiley & Sons.
- Blake, E. (2017). Who was Imam Al-Bukhari, the most famous Muslim to document Islamic hadiths? Retrieved from <http://english.alarabiya.net/en/features/2017/05/27/Who-was-Imam-Al-Bukhari-the-most-famous-Muslim-to-documented-Islamic-hadiths-.html>
- Bonn, M. A., Joseph, S. M., & Dai, M. (2016). International versus Domestic Visitors: An Examination of Destination Image Perceptions. *Journal of Travel Research*, 43(3), 294-301. doi:10.1177/0047287504272033
- Bonnefoy-Claudet, L., & Ghantous, N. (2013). Emotions' Impact On Tourists' Satisfaction with Ski Resorts: The Mediating Role of Perceived Value. *Journal of Travel & Tourism Marketing*, 30(6), 624-637. doi:10.1080/10548408.2013.810999
- Boo, S., & Busser, J. A. (2006). The Hierarchical Influence of Visitor Characteristics on Tourism Destination Images. *Journal of Travel & Tourism Marketing*, 19(4), 55-67. doi:10.1300/J073v19n04\_05
- Bornhorst, T., Brent Ritchie, J. R., & Sheehan, L. (2010). Determinants of tourism success for DMOs & destinations: An empirical examination of stakeholders' perspectives. *Tourism Management*, 31(5), 572-589. doi:<https://doi.org/10.1016/j.tourman.2009.06.008>
- Bosnjak, M., Sirgy, M. J., Hellriegel, S., & Maurer, O. (2011). Postvisit Destination Loyalty Judgments. *Journal of Travel Research*, 50(5), 496-508. doi:10.1177/0047287510379159



- Bruwer, J., Pratt, M. A., Saliba, A., & Hirche, M. (2017). Regional destination image perception of tourists within a winescape context. *Current Issues in Tourism*, 20(2), 157-177. doi:10.1080/13683500.2014.904846
- Bryman, A. (2015a). Business research methods. In E. Bell (Ed.), (Fourth edition. ed.): Oxford : Oxford University Press.
- Bryman, A. a. (2015b). Business research methods. In E. a. Bell (Ed.), (Fourth edition. ed.): Oxford : Oxford University Press.
- Bui, H. T., & Le, T.-A. (2016). Tourist Satisfaction and Destination Image of Vietnam's Ha Long Bay. *Asia Pacific Journal of Tourism Research*, 21(7), 795-810. doi:10.1080/10941665.2015.1075564
- Bulai, M., Eva, M., & Rosu, L. (2016). Analysis of tourism features and development strategy for memorial complex "Imam Al Bukhari Mausoleum", Samarkand region, Uzbekistan. *Tékhne*, 14(2), 134-143. doi:<https://doi.org/10.1016/j.tekhne.2016.11.001>
- Byon, K., & Zhang, J. (2010). Development of a scale measuring destination image. *Marketing Intelligence & Planning*, 28(4), 508-532. doi:10.1108/02634501011053595
- Byon, K. K., Tsiotsou, R. H., & Zhang, J. J. (2010). Development of a scale measuring destination image. *Marketing Intelligence & Planning*, 28(4), 508-532. doi:10.1108/02634501011053595
- Calderón García, H., Gil Saura, I., Carmelo Pons García, R., & Gallarza Martina, G. (2004). The "Sun and Beach" tourism destination image: An application to the case of Cuba from the Spanish tourist-origin market. *Tourism Review*, 59(1), 16-24. doi:10.1108/eb058426
- Campo-Martínez, S., Garau-Vadell, J. B., & Martínez-Ruiz, M. P. (2010). Factors influencing repeat visits to a destination: The influence of group composition. *Tourism Management*, 31(6), 862-870. doi:<https://doi.org/10.1016/j.tourman.2009.08.013>
- Camprubí, R., Guia, J., & Comas, J. (2013). The new role of tourists in destination image formation. *Current Issues in Tourism*, 16(2), 203-209. doi:10.1080/13683500.2012.733358
- Cardoso, L., Araújo Vila, N., de Araújo, A. F., & Dias, F. (2019a). Food tourism destinations' imagery processing model. *British Food Journal*, 122(6), 1833-1847. doi:10.1108/bfj-08-2018-0557
- Cardoso, L., Dias, F., de Araújo, A. F., & Andrés Marques, M. I. (2019b). A destination imagery processing model: Structural differences between dream and favourite destinations. *Annals of Tourism Research*, 74, 81-94. doi:<https://doi.org/10.1016/j.annals.2018.11.001>
- Castro, C. B., Martín Armario, E., & Martín Ruiz, D. (2007). The influence of market heterogeneity on the relationship between a destination's image and tourists' future behaviour. *Tourism Management*, 28(1), 175-187. doi:10.1016/j.tourman.2005.11.013
- Cevdet Altunel, M., & Erkurt, B. (2015). Cultural tourism in Istanbul: The mediation effect of tourist experience and satisfaction on the relationship between involvement and recommendation intention. *Journal of Destination Marketing & Management*, 4(4), 213-221. doi:<https://doi.org/10.1016/j.jdmm.2015.06.003>
- Ceylan, D., & Çizel, B. (2018). Testing destination image scale invariance among British, German and Russian tourists: A multigroup confirmatory factor analysis. *Advances in Hospitality and Tourism Research (AHTR)*. doi:10.30519/ahtr.449176
- Chae, M.-H., Black, C., & Heitmeyer, J. (2006). Pre-purchase and post-purchase satisfaction and fashion involvement of female tennis wear consumers. *International Journal of Consumer Studies*, 30(1), 25-33. doi:10.1111/j.1470-6431.2005.00434.x
- Chahal, H., & Devi, A. (2016). Impact of local community quality-of-life (QOF) on sustainable development of pilgrimage destinations: Mediating role of destination image. *International Journal of Applied Business and Economic Research*, 14, 269-296.
- Chang, H.-M., Chou, C.-L., & Wu, C.-L. (2017). Destination tourism information sources, trip quality and behavioral intention for island tourists. *International Journal of Information Technology and Business Management*, 60(1), 32-43.

- Chang, L. H., Stylos, N., Yeh, S.-S., & Tung, Y. Y. (2015). How do motivation, pre-visit information search and destination image affect post-visit behavioural intention? The case of an island destination. *European Journal of Tourism Research*, 9, 8-23.
- Chaudhary, M. (2000). India's image as a tourist destination — a perspective of foreign tourists. *Tourism Management*, 21(3), 293-297. doi:[https://doi.org/10.1016/S0261-5177\(99\)00053-9](https://doi.org/10.1016/S0261-5177(99)00053-9)
- Chaulagain, S., Wiitala, J., & Fu, X. (2019). The impact of country image and destination image on US tourists' travel intention. *Journal of Destination Marketing & Management*, 12, 1-11. doi:<https://doi.org/10.1016/j.jdmm.2019.01.005>
- Chen, C.-C., Lai, Y.-H., Petrick, J. F., & Lin, Y.-H. (2016). Tourism between divided nations: An examination of stereotyping on destination image. *Tourism Management*, 55, 25-36. doi:<https://doi.org/10.1016/j.tourman.2016.01.012>
- Chen, C.-C., & Lin, Y.-H. (2012). Segmenting Mainland Chinese Tourists to Taiwan by Destination Familiarity: a Factor-cluster Approach. *International Journal of Tourism Research*, 14(4), 339-352. doi:10.1002/jtr.864
- Chen, C.-C., Lin, Y.-H., Gao, J., & Kyle, G. (2015). Developing a Market-Specific Destination Image Scale: A Nomological Validation Approach. *Tourism Analysis*, 20(1), 3-12. doi:10.3727/108354215x14205687167428
- Chen, C.-F., & Chen, F.-S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29-35. doi:<https://doi.org/10.1016/j.tourman.2009.02.008>
- Chen, C.-F., & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management*, 36, 269-278. doi:<https://doi.org/10.1016/j.tourman.2012.11.015>
- Chen, C.-F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28(4), 1115-1122. doi:<https://doi.org/10.1016/j.tourman.2006.07.007>
- Chen, H.-J., Chen, P.-J., & Okumus, F. (2013a). The relationship between travel constraints and destination image: A case study of Brunei. *Tourism Management*, 35, 198-208. doi:10.1016/j.tourman.2012.07.004
- Chen Joseph, S., & Gursoy, D. (2001). An investigation of tourists' destination loyalty and preferences. *International Journal of Contemporary Hospitality Management*, 13(2), 79-85. doi:10.1108/09596110110381870
- Chen, J. S., & Uysal, M. (2002). Market positioning analysis: A Hybrid Approach. *Annals of Tourism Research*, 29(4), 987-1003. doi:[https://doi.org/10.1016/S0160-7383\(02\)00003-8](https://doi.org/10.1016/S0160-7383(02)00003-8)
- Chen, N., Ji, S., & Funk, D. C. (2014). An extended study on destination image decay of sport tourists over time. *Journal of Destination Marketing & Management*, 2(4), 241-252. doi:<https://doi.org/10.1016/j.jdmm.2013.11.001>
- Chen, P.-J., Hua, N., & Wang, Y. (2013b). Mediating Perceived Travel Constraints: The Role of Destination Image. *Journal of Travel & Tourism Marketing*, 30(3), 201-221. doi:10.1080/10548408.2013.774914
- Chen, Z. (2019). A qualitative pilot study exploring tourists' pre- and post-trip perceptions on the destination image of Macau. *Journal of Travel & Tourism Marketing*, 36(3), 330-344. doi:10.1080/10548408.2018.1541777
- Cheng, M., Wong, I. A., & Liu, M. T. (2013). A Cross-Cultural Comparison of World Heritage Site Image: The Case of Hue. *Tourism Analysis*, 18(6), 707-712. doi:10.3727/108354213x13673398610853
- Cheng, T.-M., & Lu, C.-C. (2013). Destination Image, Novelty, Hedonics, Perceived Value, and Revisiting Behavioral Intention for Island Tourism. *Asia Pacific Journal of Tourism Research*, 18(7), 766-783. doi:10.1080/10941665.2012.697906
- Cherifi, B., Smith, A., Maitland, R., & Stevenson, N. (2014). Destination images of non-visitors. *Annals of Tourism Research*, 49, 190-202. doi:10.1016/j.annals.2014.09.008

- Chew, E. Y. T., & Jahari, S. A. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management*, 40, 382-393. doi:<https://doi.org/10.1016/j.tourman.2013.07.008>
- Chi, C. G.-q. (2011). Destination Loyalty Formation and Travelers' Demographic Characteristics: A Multiple Group Analysis Approach. *Journal of Hospitality & Tourism Research*, 35(2), 191-212. doi:10.1177/1096348010382233
- Chi, C. G.-q. (2012). An Examination of Destination Loyalty. *Journal of Hospitality & Tourism Research*, 36(1), 3-24. doi:10.1177/1096348010382235
- Chi, C. G.-Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624-636. doi:<https://doi.org/10.1016/j.tourman.2007.06.007>
- Chiu, W., Zeng, S., & Cheng, P. S.-T. (2016). The influence of destination image and tourist satisfaction on tourist loyalty: a case study of Chinese tourists in Korea. *International Journal of Culture, Tourism and Hospitality Research*, 10(2), 223-234. doi:10.1108/ijcthr-07-2015-0080
- Choi, H., & Choi, H. C. (2018). Investigating Tourists' Fun-Eliciting Process toward Tourism Destination Sites: An Application of Cognitive Appraisal Theory. *Journal of Travel Research*, 58(5), 732-744. doi:10.1177/0047287518776805
- Choi, J. G., Tkachenko, T., & Sil, S. (2011). On the destination image of Korea by Russian tourists. *Tourism Management*, 32(1), 193-194. doi:10.1016/j.tourman.2009.12.002
- Choi, S.-h., & Cai, L. A. (2016). Dimensionality and associations of country and destination images and visitor intention. *Place Branding and Public Diplomacy*, 12(4), 268-284. doi:10.1057/s41254-016-0004-z
- Choi, W. M., Chan, A., & Wu, J. (1999). A qualitative and quantitative assessment of Hong Kong's image as a tourist destination. *Tourism Management*, 20(3), 361-365. doi:[https://doi.org/10.1016/S0261-5177\(98\)00116-2](https://doi.org/10.1016/S0261-5177(98)00116-2)
- Chon, K.-S. (1991). Tourism destination image modification process: Marketing implications. *Tourism Management*, 12(1), 68-72. doi:[https://doi.org/10.1016/0261-5177\(91\)90030-W](https://doi.org/10.1016/0261-5177(91)90030-W)
- Chon, K. S. (1990). The role of destination image in tourism: A review and discussion. *The Tourist Review*, 45(2), 2-9. doi:10.1108/eb058040
- Chon, K. S. (1992). The role of destination image in tourism: An extension. *The Tourist Review*, 47(1), 2-8. doi:10.1108/eb058086
- Chung, J. Y., & Chen, C.-C. (2018). The impact of country and destination images on destination loyalty: a construal-level-theory perspective. *Asia Pacific Journal of Tourism Research*, 23(1), 56-67. doi:10.1080/10941665.2017.1399917
- Chung, J. Y., & Petrick, J. F. (2013). Measuring Attribute-Specific and Overall Satisfaction with Destination Experience. *Asia Pacific Journal of Tourism Research*, 18(5), 409-420. doi:10.1080/10941665.2012.658411
- Cini, F., & Saayman, M. (2013). Understanding visitors' image of the oldest marine park in Africa. *Current Issues in Tourism*, 16(7-8), 664-681. doi:10.1080/13683500.2013.785481
- Çoban, S. (2012). The Effects of the Image of Destination on Tourist Satisfaction and Loyalty: The Case of Cappadocia. *European Journal of Social Sciences*, 29.
- Cohen, S. A., Prayag, G., & Moital, M. (2014). Consumer behaviour in tourism: Concepts, influences and opportunities. *Current Issues in Tourism*, 17(10), 872-909. doi:10.1080/13683500.2013.850064
- Cooper, J. (2011). *Cognitive dissonance theory* (Vol. 1).
- Cooper, J., & Carlsmith, K. M. (2015). Cognitive Dissonance. In J. D. Wright (Ed.), *International Encyclopedia of the Social & Behavioral Sciences (Second Edition)* (pp. 76-78). Oxford: Elsevier.



- Correia, A., Oliveira, N., & Silva, F. (2009). Bridging perceived destination image and market segmentation - An application to golf tourism. *European Journal of Tourism Research*, 2, 41-69.
- Crouch, G. I., & Perdue, R. R. (2015). The Disciplinary Foundations of Tourism Research: 1980-2010. *Journal of Travel Research*, 54(5), 563-577. doi:10.1177/0047287514559036
- Cruz Ruiz, E., Bermúdez González, G., & Tous Zamora, D. (2018). Destination image, satisfaction and destination loyalty in cruise tourism: the case of Málaga (Spain). *Tourism & Management Studies*, 14(1), 58-68. doi:10.18089/tms.2018.14105
- Dalimunthe, G. P., Suryana, Y., Kartini, D., & Sari, D. (2019). A Literature Review of Experience Quality, Destination Image, Perceived Value, Customer Engagement, and Behavior Intentions of Bali's Subak Visitors. *Global Business & Management Research*, 11(1). doi:<https://search.proquest.com/docview/2236126091?accountid=8058>
- Darbellay, F., & Stock, M. (2012). Tourism as complex interdisciplinary research object. *Annals of Tourism Research*, 39(1), 441-458. doi:<https://doi.org/10.1016/j.annals.2011.07.002>
- Das, D., Mohapatra, P. K. J., Sharma, S. K., & Sarkar, A. (2007). Attractiveness of Varanasi as a tourist destination: perspective of foreign tourists. *International Journal of Tourism Policy*, 1(2). doi:10.1504/ijtp.2007.015524
- Day, J., Cai, L., & Murphy, L. (2012). Impact of tourism marketing on Destination Image: Industry perspectives. *Tourism Analysis*, 17(3), 273-284. doi:10.3727/108354212x13412775927745
- de la Hoz-Correa, A., & Muñoz-Leiva, F. (2019). The role of information sources and image on the intention to visit a medical tourism destination: a cross-cultural analysis. *Journal of Travel & Tourism Marketing*, 36(2), 204-219. doi:10.1080/10548408.2018.1507865
- De Nisco, A., Mainolfi, G., Marino, V., & Napolitano, M. R. (2015). Tourism satisfaction effect on general country image, destination image, and post-visit intentions. *Journal of Vacation Marketing*, 21(4), 305-317. doi:10.1177/1356766715577502
- de Oliveira Santini, F., Ladeira, W. J., & Sampaio, C. H. (2018). Tourists' perceived value and destination revisit intentions: The moderating effect of domain-specific innovativeness. *International Journal of Tourism Research*, 20(3), 277-285. doi:10.1002/jtr.2178
- del Bosque, I. R., & Martín, H. S. (2008). Tourist satisfaction a cognitive-affective model. *Annals of Tourism Research*, 35(2), 551-573. doi:<https://doi.org/10.1016/j.annals.2008.02.006>
- Deng, N., Liu, J., Dai, Y., & Li, H. (2019). Different cultures, different photos: A comparison of Shanghai's pictorial destination image between East and West. *Tourism Management Perspectives*, 30, 182-192. doi:10.1016/j.tmp.2019.02.016
- Dichter, E. (1985). What's In An Image. *Journal of Consumer Marketing*, 2(1), 75-81. doi:10.1108/eb038824
- Dlačić, J., Arslanagić, M., Kadić-Maglajlić, S., Marković, S., & Raspor, S. (2014). Exploring perceived service quality, perceived value, and repurchase intention in higher education using structural equation modelling. *Total Quality Management & Business Excellence*, 25(1-2), 141-157. doi:10.1080/14783363.2013.824713
- do Valle, P. O., & Assaker, G. (2016). Using Partial Least Squares Structural Equation Modeling in Tourism Research: A Review of Past Research and Recommendations for Future Applications. *Journal of Travel Research*, 55(6), 695-708. doi:10.1177/0047287515569779
- do Valle, P. O., Correia, A., & Rebelo, E. (2008). Determinants of Tourism Return Behaviour. *Tourism and Hospitality Research*, 8(3), 205-219. doi:10.1057/thr.2008.19
- Dobni, D., & Zinkhan, G. M. (1990). In search of brand image: A foundation analysis. *ACR North American Advances*.
- Dodou, D., & de Winter, J. C. F. (2014). Social desirability is the same in offline, online, and paper surveys: A meta-analysis. *Computers in Human Behavior*, 36, 487-495. doi:<https://doi.org/10.1016/j.chb.2014.04.005>

- Dolinting, E. E., Yusof, A., & Chee, C. S. (2015). Application of push & pull theory in Island sport tourism: A study of Sipadan Island, Sabah. *Journal of Physical Education and Sport*, 15, 295-304. doi:10.7752/jpes.2015.02045
- Dolnicar, S., & Grün, B. (2013). Validly Measuring Destination Image in Survey Studies. *Journal of Travel Research*, 52(1), 3-14. doi:10.1177/0047287512457267
- Dolnicar, S., & Huybers, T. (2007). Different tourists—different perceptions of different places: accounting for tourists' perceptual heterogeneity in destination image measurement. *Tourism Analysis*, 12(5-6), 447-461. doi: <https://doi.org/10.3727/108354207783227984>
- Draper, J. (2015). Comparing destination image of visitors, potential visitors, and residents. 12, 137-151.
- Du, D., Lew, A. A., & Ng, P. T. (2014). Tourism and Economic Growth. *Journal of Travel Research*, 55(4), 454-464. doi:10.1177/0047287514563167
- Dunn Ross, E. L., & Iso-Ahola, S. E. (1991). Sightseeing tourists' motivation and satisfaction. *Annals of Tourism Research*, 18(2), 226-237. doi:10.1016/0160-7383(91)90006-W
- Easterby-Smith, M. a. (2018). Management & business research. In R. a. Thorpe, P. a. Jackson, & L. J. a. Jaspersen (Eds.), *Management and business research* (6th edition / Mark Easterby-Smith, Richard Thorpe, Paul R. Jackson, Lena J. Jaspersen. ed.): Los Angeles : SAGE.
- Echtner, C. M., & Ritchie, J. (2003). The meaning and measurement of destination image:[Reprint of original article published in v. 2, no. 2, 1991: 2-12.]. *Journal of tourism studies*, 14(1), 37-48.
- Echtner, C. M., & Ritchie, J. R. B. (1993). The Measurement of Destination Image: An Empirical Assessment. *Journal of Travel Research*, 31(4), 3-13. doi:10.1177/004728759303100402
- Eggert, A., & Ulaga, W. (2002). Customer perceived value: a substitute for satisfaction in business markets? *Journal of Business & Industrial Marketing*, 17(2/3), 107-118. doi:10.1108/08858620210419754
- Eid, R., & El-Gohary, H. (2015). Muslim Tourist Perceived Value in the Hospitality and Tourism Industry. *Journal of Travel Research*, 54(6), 774-787. doi:10.1177/0047287514532367
- Eid, R., El-Kassrawy, Y. A., & Agag, G. (2019). Integrating Destination Attributes, Political (In)Stability, Destination Image, Tourist Satisfaction, and Intention to Recommend: A Study of UAE. *Journal of Hospitality & Tourism Research*, 43(6), 839-866. doi:10.1177/1096348019837750
- Elliot, S., & Papadopoulos, N. (2016). Of products and tourism destinations: An integrative, cross-national study of place image. *Journal of Business Research*, 69(3), 1157-1165. doi:10.1016/j.jbusres.2015.08.031
- Elliot, S., Papadopoulos, N., & Kim, S. S. (2011). An Integrative Model of Place Image: Exploring Relationships between Destination, Product, and Country Images. *Journal of Travel Research*, 50(5), 520-534. doi:10.1177/0047287510379161
- Elliot, S., Papadopoulos, N., & Szamosi, L. (2013). Studying place image: an interdisciplinary and holistic approach. *Anatolia*, 24(1), 5-16. doi:10.1080/13032917.2013.800281
- Encyclopædia Britannica. (2020). Uzbekistan. Retrieved from <https://www.britannica.com/place/Uzbekistan>
- Enrique Bigné, J., Gnoth, J., Sánchez, I., & Andreu, L. (2009). The role of variety seeking in short and long run revisit intentions in holiday destinations. *International Journal of Culture, Tourism and Hospitality Research*, 3(2), 103-115. doi:10.1108/17506180910962113
- Eusébio, C., & Vieira, A. L. (2013). Destination Attributes' Evaluation, Satisfaction and Behavioural Intentions: a Structural Modelling Approach. *International Journal of Tourism Research*, 15(1), 66-80. doi:10.1002/jtr.877
- Fayed, H. A. K., Wafik, G. M., & Gerges, N. W. (2016). The Impact of Motivations, Perceptions and Satisfaction on Tourists Loyalty. *International Journal of Hospitality and Tourism Systems*, 9(2), 14.
- Fayzullaev, K., Cassel, S. H., & Brandt, D. (2018). Destination image in Uzbekistan – heritage of the Silk Road and nature experience as the core of an evolving Post Soviet identity. *The Service Industries Journal*, 1-16. doi:10.1080/02642069.2018.1519551

- Finch, W. H., & Shim, S. S. (2018). A Comparison of Methods for Estimating Relationships in the Change Between Two Time Points for Latent Variables. *Educational and Psychological Measurement*, 78(2), 232-252. doi:10.1177/0013164416680701
- Fishbach, A., Ratner, R. K., & Zhang, Y. (2011). Inherently loyal or easily bored?: Nonconscious activation of consistency versus variety-seeking behavior. *Journal of Consumer Psychology*, 21(1), 38-48. doi:<https://doi.org/10.1016/j.jcps.2010.09.006>
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behaviour: An introduction to theory and research* (Vol. 27).
- Florek, M., Breitbarth, T., & Conejo, F. (2008). Mega Event = Mega Impact? Travelling Fans' Experience and Perceptions of the 2006 FIFA World Cup Host Nation. *Journal of sport & tourism*, 13(3), 199-219. doi:10.1080/14775080802310231
- Foroudi, P., Akarsu, T. N., Ageeva, E., Foroudi, M. M., Dennis, C., & Melewar, T. C. (2018). Promising the dream: Changing destination image of London through the effect of website place. *Journal of Business Research*, 83, 97-110. doi:<https://doi.org/10.1016/j.jbusres.2017.10.003>
- Frías, D. M., Rodríguez, M. A., Alberto Castañeda, J., Sabiote, C. M., & Buhalis, D. (2012). The Formation of a Tourist Destination's Image via Information Sources: the Moderating Effect of Culture. *International Journal of Tourism Research*, 14(5), 437-450. doi:10.1002/jtr.870
- Frías, D. M., Rodríguez, M. A., & Castañeda, J. A. (2008). Internet vs. travel agencies on pre-visit destination image formation: An information processing view. *Tourism Management*, 29(1), 163-179. doi:10.1016/j.tourman.2007.02.020
- Fu, H., Ye, B. H., & Xiang, J. (2016). Reality TV, audience travel intentions, and destination image. *Tourism Management*, 55, 37-48. doi:<https://doi.org/10.1016/j.tourman.2016.01.009>
- Gallarza, M. G., & Gil Saura, I. (2006). Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students' travel behaviour. *Tourism Management*, 27(3), 437-452. doi:<https://doi.org/10.1016/j.tourman.2004.12.002>
- Gallarza, M. G., Saura, I. G., & García, H. C. (2002). Destination image: Towards a Conceptual Framework. *Annals of Tourism Research*, 29(1), 56-78. doi:[https://doi.org/10.1016/S0160-7383\(01\)00031-7](https://doi.org/10.1016/S0160-7383(01)00031-7)
- Galvani, A., & Pirazzoli, R. (2013). Expected, Checked, Spread Image. *Journal of Tourism & Services*, 4.
- Gannon, M. J., Baxter, I. W. F., Collinson, E., Curran, R., Farrington, T., Glasgow, S., . . . Yalinay, O. (2017). Travelling for Umrah: destination attributes, destination image, and post-travel intentions. *The Service Industries Journal*, 37(7-8), 448-465. doi:10.1080/02642069.2017.1333601
- Gartner, W. C. (1994). Image Formation Process. *Journal of Travel & Tourism Marketing*, 2(2-3), 191-216. doi:10.1300/J073v02n02\_12
- Gawronski, B. (2012). *Back to the Future of Dissonance Theory: Cognitive Consistency as a Core Motive* (Vol. 30): Guilford Publications Inc.
- Gibson, H., Qi, C., & Zhang, J. (2008). Destination Image and Intent to Visit China and the 2008 Beijing Olympic Games. *Journal of Sport Management*, 22. doi:10.1123/jsm.22.4.427
- Gilbert, N., Anzola, D., Johnson, P., Elsenbroich, C., Balke, T., & Dilaver, O. (2015). Self-Organizing Dynamical Systems. In J. D. Wright (Ed.), *International Encyclopedia of the Social & Behavioral Sciences (Second Edition)* (pp. 529-534). Oxford: Elsevier.
- Giraldi, A., & Cesareo, L. (2014). Destination image differences between first-time and return visitors: An exploratory study on the city of Rome. *Tourism and Hospitality Research*, 14(4), 197-205. doi:10.1177/1467358414543971
- González-Rodríguez, M. R., Martínez-Torres, R., & Toral, S. (2016). Post-visit and pre-visit tourist destination image through eWOM sentiment analysis and perceived helpfulness. *International Journal of Contemporary Hospitality Management*, 28(11), 2609-2627. doi:10.1108/IJCHM-02-2015-0057
- Govers, R., & F.M, G. O. (2003). Deconstructing destination image in the information age. *Information Technology & Tourism*, 6, 13-29.

- Gursoy, D., S. Chen, J., & G. Chi, C. (2014). Theoretical examination of destination loyalty formation. *International Journal of Contemporary Hospitality Management*, 26(5), 809-827. doi:10.1108/ijchm-12-2013-0539
- Guthrie, C., & Anderson, A. (2010). Visitor narratives: researching and illuminating actual destination experience. *Qualitative Market Research: An International Journal*, 13(2), 110-129. doi:10.1108/13522751011032575
- Guzman-Parra, V. F., Vila-Oblitas, J. R., & Maqueda-Lafuente, F. J. (2016). Exploring the effects of cognitive destination image attributes on tourist satisfaction and destination loyalty: a case study of Málaga, Spain. *Tourism & Management Studies*, 12(1), 67-73. doi:10.18089/tms.2016.12107
- Haarhoff, R. (2018). Tourist perceptions of factors influencing destination image: A case study of selected Kimberley resorts. *African Journal of Hospitality, Tourism and Leisure*, 7(4), 1-21.
- Hahm, J., Tasci, A. D., & Terry, D. B. (2019). Investigating the interplay among the Olympic Games image, destination image, and country image for four previous hosts. *Journal of Travel & Tourism Marketing*, 35(6), 755-771. doi:10.1080/10548408.2017.1421116
- Hair, J. F. (2017). A primer on partial least squares structural equation modeling (PLS-SEM). In (Second edition. ed.): Los Angeles : Sage.
- Hair, J. F., Wolfinbarger, M., Money, A. H., Samouel, P., & Page, M. J. (2015). *Essentials of Business Research Methods*: Taylor & Francis.
- Hall, A., Towers, N., & Shaw Duncan, R. (2017a). Understanding how Millennial shoppers decide what to buy: Digitally connected unseen journeys. *International Journal of Retail & Distribution Management*, 45(5), 498-517. doi:10.1108/IJRDM-11-2016-0206
- Hall, J., O'Mahony, B., & Gayler, J. (2017b). Modelling the relationship between attribute satisfaction, overall satisfaction, and behavioural intentions in Australian ski resorts. *Journal of Travel & Tourism Marketing*, 34(6), 764-778. doi:10.1080/10548408.2016.1232672
- Hallab, Z., & Kim, K. (2006). US travelers' images of the state of Mississippi as a tourist destination. *Tourism Analysis*, 10(4), 393-403. doi:<https://doi.org/10.3727/108354206776162822>
- Hallab, Z., & Kim, K. (2011). The Effects of Nonresidents' Geographical and Cultural Distance on a Tourist Destination's Image. In *Advances in Hospitality and Leisure* (pp. 131-152).
- Hallmann, K., Zehrer, A., & Müller, S. (2015). Perceived Destination Image: An Image Model for a Winter Sports Destination and Its Effect on Intention to Revisit. *Journal of Travel Research*, 54(1), 94-106. doi:10.1177/0047287513513161
- Hamidizadeh, M., Cheh, M., Moghadam, A., & Salimipour, S. (2016). Proposing a Model of the Effect of Word of Mouth on Destination Image of Tourists and Travel Intention. *International Journal of Asian Social Science*, 6, 108-119. doi:10.18488/journal.1/2016.6.2/1.2.108.119
- Hanlan, J., & Kelly, S. (2016). Image formation, information sources and an iconic Australian tourist destination. *Journal of Vacation Marketing*, 11(2), 163-177. doi:10.1177/1356766705052573
- Hapsari, R., Clemes, M., & Dean, D. (2016). The Mediating Role of Perceived Value on the Relationship between Service Quality and Customer Satisfaction: Evidence from Indonesian Airline Passengers. *Procedia Economics and Finance*, 35, 388-395. doi:10.1016/S2212-5671(16)00048-4
- Harmon-Jones, E., & Harmon-Jones, C. (2012). Cognitive dissonance theory. *Handbook of motivation science*, 71.
- Harmon-Jones, E., Harmon-Jones, C., & Levy, N. (2015). An Action-Based Model of Cognitive-Dissonance Processes. *Current Directions in Psychological Science*, 24(3), 184-189. doi:10.1177/0963721414566449
- Harun, A., Obong, A., Bin, A., & Lily, J. (2018). The Effects of Destination Image and Perceived Risk on Revisit Intention: A Study in the South Eastern Coast of Sabah, Malaysia. *E-review of Tourism Research*, 15, 540-559.



- Hasan Md, K., Abdullah Shamsul, K., Lew Tek, Y., & Islam Md, F. (2019a). The antecedents of tourist attitudes to revisit and revisit intentions for coastal tourism. *International Journal of Culture, Tourism and Hospitality Research*, 13(2), 218-234. doi:10.1108/IJCTHR-11-2018-0151
- Hasan Md, K., Abdullah Shamsul, K., Lew Tek, Y., & Islam, M. D. F. (2019b). Determining factors of tourists' loyalty to beach tourism destinations: a structural model. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 169-187. doi:10.1108/APJML-08-2018-0334
- Hasan, U., & Nasreen, R. (2014). The empirical study of relationship between post purchase dissonance and consumer behaviour. *Journal of marketing management*, 2(2), 65-77.
- Hau, T. C., & Omar, K. (2014). The impact of service quality on tourist satisfaction: the case study of Rantau Abang Beach as a turtle sanctuary destination. *Mediterranean Journal of Social Sciences*, 5(23), 1827-1827. doi:10.36941/mjss
- Haugland, S. A., Ness, H., Grønseth, B.-O., & Aarstad, J. (2011). Development of tourism destinations: An Integrated Multilevel Perspective. *Annals of Tourism Research*, 38(1), 268-290. doi:<https://doi.org/10.1016/j.annals.2010.08.008>
- Hennig-Thurau, T., Groth, M., Paul, M., & Gremler, D. D. (2006). Are All Smiles Created Equal? How Emotional Contagion and Emotional Labor Affect Service Relationships. *Journal of Marketing*, 70(3), 58-73. doi:10.1509/jmkg.70.3.058
- Henseler, J., Ringle Christian, M., & Sinkovics Rudolf, R. (2009). The use of partial least squares path modeling in international marketing. In R. S. Rudolf & N. G. Pervez (Eds.), *New Challenges to International Marketing* (Vol. 20, pp. 277-319): Emerald Group Publishing Limited.
- Hernández-Lobato, L., Solis-Radilla, M. M., Moliner-Tena, M. A., & Sánchez-García, J. (2006). Tourism Destination Image, Satisfaction and Loyalty: A Study in Ixtapa-Zihuatanejo, Mexico. *Tourism Geographies*, 8(4), 343-358. doi:10.1080/14616680600922039
- Heydari Fard, M., Sanayei, A., & Ansari, A. (2019). Determinants of Medical Tourists' Revisit and Recommend Intention. *International Journal of Hospitality & Tourism Administration*, 1-26. doi:10.1080/15256480.2019.1650688
- Högström, C., Tsiotsou, R. H., Rosner, M., & Gustafsson, A. (2010). How to create attractive and unique customer experiences. *Marketing Intelligence & Planning*, 28(4), 385-402. doi:10.1108/02634501011053531
- Hosany, S., Ekinci, Y., & Uysal, M. (2006). Destination image and destination personality: An application of branding theories to tourism places. *Journal of Business Research*, 59(5), 638-642. doi:<https://doi.org/10.1016/j.jbusres.2006.01.001>
- Hosany, S., & Prayag, G. (2013). Patterns of tourists' emotional responses, satisfaction, and intention to recommend. *Journal of Business Research*, 66(6), 730-737. doi:<https://doi.org/10.1016/j.jbusres.2011.09.011>
- Hsu, C. H. C., Wolfe, K., & Kang, S. K. (2004). Image assessment for a destination with limited comparative advantages. *Tourism Management*, 25(1), 121-126. doi:[https://doi.org/10.1016/S0261-5177\(03\)00062-1](https://doi.org/10.1016/S0261-5177(03)00062-1)
- Huang, S., & Gross, M. J. (2010). Australia's Destination Image among Mainland Chinese Travelers: An Exploratory Study. *Journal of Travel & Tourism Marketing*, 27(1), 63-81. doi:10.1080/10548400903534923
- Huang, S., & Hsu, C. H. C. (2009). Effects of Travel Motivation, Past Experience, Perceived Constraint, and Attitude on Revisit Intention. *Journal of Travel Research*, 48(1), 29-44. doi:10.1177/0047287508328793
- Huang, S., & van der Veen, R. (2019). The moderation of gender and generation in the effects of perceived destination image on tourist attitude and visit intention: A study of potential Chinese visitors to Australia. *Journal of Vacation Marketing*, 25(3), 375-389. doi:10.1177/1356766718814077
- Huang, S., van der Veen, R., & Song, Z. (2018). The impact of coping strategies on occupational stress and turnover intentions among hotel employees. *Journal of Hospitality Marketing & Management*, 27(8), 926-945. doi:10.1080/19368623.2018.1471434

- Huang, W.-J., Chen, C.-C., & Lin, Y.-H. (2013). Cultural proximity and intention to visit: Destination image of Taiwan as perceived by Mainland Chinese visitors. *Journal of Destination Marketing & Management*, 2(3), 176-184. doi:10.1016/j.jdmm.2013.06.002
- Huh, J., Uysal, M., & McCleary, K. (2008). Cultural/Heritage Destinations: Tourist Satisfaction and Market Segmentation. *Journal of Hospitality & Leisure Marketing*, 14(3), 81-99. doi:10.1300/J150v14n03\_07
- Hui, T. K., & Wan, T. W. D. (2003). Singapore's image as a tourist destination. *International Journal of Tourism Research*, 5(4), 305-313. doi:10.1002/jtr.437
- Hung, J.-Y., Lin, F.-L., Yang, W.-G., & Lu, K.-S. (2012). Construct the destination image formation model of Macao: the case of Taiwan tourists to Macao. *Tourism and hospitality management*, 18(1), 19-35.
- Hunter, W. C., & Suh, Y. K. (2007). Multimethod research on destination image perception: Jeju standing stones. *Tourism Management*, 28(1), 130-139. doi:10.1016/j.tourman.2005.06.013
- Hyun, S. S., & Perdue, R. R. (2010). Previous Trip Satisfaction, Destination Images, and Probability of Future Visitation. *Tourism Analysis*, 15(6), 725-728. doi:10.3727/108354210x12904412050053
- Iordanova, E. (2015). Unravelling the complexity of destination image formation: A conceptual framework. *European Journal of Tourism Research*, 11, 35-56.
- Iordanova, E. (2017). Tourism destination image as an antecedent of destination loyalty: The case of Linz, Austria. *European Journal of Tourism Research*, 16, 214-232.
- Iordanova, E., & Styliadis, D. (2019). International and domestic tourists' "a priori" and "in situ" image differences and the impact of direct destination experience on destination image: the case of Linz, Austria. *Current Issues in Tourism*, 22(8), 982-1005. doi:10.1080/13683500.2017.1346588
- Isaac, R. K., & Eid, T. A. (2018). Tourists' destination image: an exploratory study of alternative tourism in Palestine. *Current Issues in Tourism*, 22(12), 1499-1522. doi:10.1080/13683500.2018.1534806
- Ishida, K., Slevitch, L., & Siamionava, K. (2016). The Effects of Traditional and Electronic Word-of-Mouth on Destination Image: A Case of Vacation Tourists Visiting Branson, Missouri. *Administrative Sciences*, 6(4). doi:10.3390/admsci6040012
- Ivanov, S., Ilium, S. F., & Liang, Y. (2010). Application of destination brand molecule on destination image and brand perception: An exploratory study. *Tourism*, 58, 339-360.
- Jalilvand, M. R. (2017). Word-of-mouth vs. mass media: their contributions to destination image formation. *Anatolia*, 28(2), 151-162. doi:10.1080/13032917.2016.1270840
- Jang, S., & Feng, R. (2007). Temporal destination revisit intention: The effects of novelty seeking and satisfaction. *Tourism Management*, 28(2), 580-590. doi:<https://doi.org/10.1016/j.tourman.2006.04.024>
- Jani, D., & Hwang, Y.-H. (2011). User-generated Destination Image through Weblogs: A Comparison of Pre- and Post-visit Images. *Asia Pacific Journal of Tourism Research*, 16(3), 339-356. doi:10.1080/10941665.2011.572670
- Jani, D., & Nguni, W. (2016). Pre-trip vs. post-trip destination image variations: A case of inbound tourists to Tanzania. *Turizam: međunarodni znanstveno-stručni časopis*, 64(1), 27-40.
- Jarvis, C. B., MacKenzie, S. B., & Podsakoff, P. M. (2003). A Critical Review of Construct Indicators and Measurement Model Misspecification in Marketing and Consumer Research. *Journal of Consumer Research*, 30(2), 199-218. doi:10.1086/376806
- Jenkins, O. H. (1999). Understanding and measuring tourist destination images. *International Journal of Tourism Research*, 1(1), 1-15. doi:10.1002/(SICI)1522-1970(199901/02)1:1<1::AID-JTR143>3.0.CO;2-L
- Jeong, C., & Holland, S. (2012). Destination Image Saturation. *Journal of Travel & Tourism Marketing*, 29(6), 501-519. doi:10.1080/10548408.2012.701162

- Ji, S., & Wall, G. (2011). Visitor and Resident Images of Qingdao, China, as a Tourism Destination. *Journal of China Tourism Research*, 7(2), 207-228. doi:10.1080/19388160.2011.576937
- Jiang, Y., Ramkissoon, H., & Mavondo, F. (2016). Destination Marketing and Visitor Experiences: The Development of a Conceptual Framework. *Journal of Hospitality Marketing & Management*, 25(6), 653-675. doi:10.1080/19368623.2016.1087358
- Jin, N., Lee, H., & Lee, S. (2013). Event Quality, Perceived Value, Destination Image, and Behavioral Intention of Sports Events: The Case of the IAAF World Championship, Daegu, 2011. *Asia Pacific Journal of Tourism Research*, 18(8), 849-864. doi:10.1080/10941665.2012.711336
- Jin, N., Lee, S., & Lee, H. (2015). The Effect of Experience Quality on Perceived Value, Satisfaction, Image and Behavioral Intention of Water Park Patrons: New versus Repeat Visitors. *International Journal of Tourism Research*, 17(1), 82-95. doi:10.1002/jtr.1968
- Johnson, M. D., Herrmann, A., & Huber, F. (2006). The Evolution of Loyalty Intentions. *Journal of Marketing*, 70(2), 122-132. doi:10.1509/jmkg.70.2.122
- Joppe, M., Martin, D. W., & Waalen, J. (2001). Toronto's Image As a Destination: A Comparative Importance-Satisfaction Analysis by Origin of Visitor. *Journal of Travel Research*, 39(3), 252-260. doi:10.1177/004728750103900302
- Josiassen, A., Assaf, A. G., Woo, L., & Kock, F. (2016a). The Imagery-Image Duality Model. *Journal of Travel Research*, 55(6), 789-803. doi:10.1177/0047287515583358
- Josiassen, A., Assaf, A. G., Woo, L., & Kock, F. (2016b). The Imagery-Image Duality Model: An Integrative Review and Advocating for Improved Delimitation of Concepts. *Journal of Travel Research*, 55(6), 789-803. doi:10.1177/0047287515583358
- Kah, J. A., & Lee, S.-H. (2016). A new approach to travel information sources and travel behaviour based on cognitive dissonance theory. *Current Issues in Tourism*, 19(4), 373-393. doi:10.1080/13683500.2015.1043246
- Kantarci, K. (2007). The image of Central Asia countries: Kyrgyzstan, Kazakhstan, Uzbekistan, and Turkmenistan. *Tourism Analysis*, 12(4), 307-318. doi:doi:10.3727/108354207782212468
- Kaplanidou, K. (2006). Affective event and destination image: Their influence on Olympic travelers' behavioral intentions. *Event Management*, 10(2-3), 159-173. doi:<https://doi.org/10.3727/152599507780676706>
- Kaplanidou, K. (2009). Relationships among Behavioral Intentions, Cognitive Event and Destination Images among Different Geographic Regions of Olympic Games Spectators. *Journal of sport & tourism*, 14(4), 249-272. doi:10.1080/14775080903453815
- Kaplanidou, K., & Gibson, H. (2012). Differences between first time and repeat spectator tourists of a youth soccer event: intentions and image approaches. *Current Issues in Tourism*, 15(5), 477-487. doi:10.1080/13683500.2011.607924
- Kaplanidou, K., Jordan, J. S., Funk, D., & Ridinger, L. L. (2012). Recurring sport events and destination image perceptions: Impact on active sport tourist behavioral intentions and place attachment. *Journal of Sport Management*, 26(3), 237-248.
- Kaplanidou, K., & Vogt, C. (2007). The Interrelationship between Sport Event and Destination Image and Sport Tourists' Behaviours. *Journal of sport & tourism*, 12(3-4), 183-206. doi:10.1080/14775080701736932
- Karimi, S., Papamichail, K. N., & Holland, C. P. (2015). The effect of prior knowledge and decision-making style on the online purchase decision-making process: A typology of consumer shopping behaviour. *Decision Support Systems*, 77, 137-147. doi:<https://doi.org/10.1016/j.dss.2015.06.004>
- Kassianidis, P. (2013). Examining the image of a tourism destination: Evidence from Crete. *Tourismos*, 8, 259-270.
- Kastenholz, E. (2010). 'Cultural proximity' as a determinant of destination image. *Journal of Vacation Marketing*, 16(4), 313-322. doi:10.1177/1356766710380883
- Kellaway, K. (2013). Golden smiles on the road to Uzbekistan. Retrieved from <https://www.theguardian.com/travel/2013/mar/01/uzbekistan-holiday-road-trip>

- Keller, K. L., Parameswaran, M., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*: Pearson Education India.
- Kesić, T., & Pavlic, I. (2011). Tourism Destination Image Formation – The Case of Dubrovnik, Croatia. *Tržište/Market*, 23, 7-25.
- Khan, J. H., Haque, A., & Rahman, M. (2013). What makes tourists satisfied? An empirical study on malaysian islamic tourist destination. *Middle East Journal of Scientific Research*, 14, 1631-1637. doi:10.5829/idosi.mejsr.2013.14.12.2250
- Khan, M. J., Chelliah, S., & Ahmed, S. (2017). Factors influencing destination image and visit intention among young women travellers: role of travel motivation, perceived risks, and travel constraints. *Asia Pacific Journal of Tourism Research*, 22(11), 1139-1155. doi:10.1080/10941665.2017.1374985
- Kim, D., & Perdue, R. R. (2011). The Influence of Image on Destination Attractiveness. *Journal of Travel & Tourism Marketing*, 28(3), 225-239. doi:10.1080/10548408.2011.562850
- Kim, H., & Chen, J. S. (2016). Destination image formation process: A holistic model. *Journal of Vacation Marketing*, 22(2), 154-166. doi:10.1177/1356766715591870
- Kim, J.-H. (2018). The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction. *Journal of Travel Research*, 57(7), 856-870. doi:10.1177/0047287517721369
- Kim, K.-H., & Park, D.-B. (2017). Relationships Among Perceived Value, Satisfaction, and Loyalty: Community-Based Ecotourism in Korea. *Journal of Travel & Tourism Marketing*, 34(2), 171-191. doi:10.1080/10548408.2016.1156609
- Kim, K., Hallab, Z., & Kim, J. N. (2012). The Moderating Effect of Travel Experience in a Destination on the Relationship Between the Destination Image and the Intention to Revisit. *Journal of Hospitality Marketing & Management*, 21(5), 486-505. doi:10.1080/19368623.2012.626745
- Kim, M. J., Jung, T., Kim, W. G., & Fountoulaki, P. (2015). Factors affecting British revisit intention to Crete, Greece: high vs. low spending tourists. *Tourism Geographies*, 17(5), 815-841. doi:10.1080/14616688.2015.1062908
- Kim, M. J., Lee, C.-K., Petrick, J. F., & Hahn, S. S. (2018). Factors affecting international event visitors' behavioral intentions: the moderating role of attachment avoidance. *Journal of Travel & Tourism Marketing*, 35(8), 1027-1042. doi:10.1080/10548408.2018.1468855
- Kim, S.-E., Lee, K. Y., Shin, S. I., & Yang, S.-B. (2017). Effects of tourism information quality in social media on destination image formation: The case of Sina Weibo. *Information & Management*, 54(6), 687-702. doi:<https://doi.org/10.1016/j.im.2017.02.009>
- Kim, S.-H., Holland, S., & Han, H.-S. (2013). A Structural Model for Examining how Destination Image, Perceived Value, and Service Quality Affect Destination Loyalty: a Case Study of Orlando. *International Journal of Tourism Research*, 15(4), 313-328. doi:10.1002/jtr.1877
- Kim, S.-K., Park, J.-A., & Kim, W. (2016). The Mediating Effect of Destination Image on the Relationship Between Spectator Satisfaction and Behavioral Intentions at an International Sporting Event. *Asia Pacific Journal of Tourism Research*, 21(3), 273-292. doi:10.1080/10941665.2015.1048262
- Kim, S., Lehto, X., & Kandampully, J. (2019a). The role of familiarity in consumer destination image formation. *Tourism Review*, 74(4), 885-901. doi:10.1108/TR-10-2018-0141
- Kim, S., McKercher, B., & Lee, H. (2009). Tracking tourism destination image perception. *Annals of Tourism Research*, 36(4), 715-718. doi:10.1016/j.annals.2009.04.007
- Kim, S., & Park, E. (2015). First-time and repeat tourist destination image: the case of domestic tourists to Weh Island, Indonesia. *Anatolia*, 26(3), 421-433. doi:10.1080/13032917.2014.984233
- Kim, S., Stylidis, D., & Oh, M. (2019b). Is perception of destination image stable or does it fluctuate? A measurement of three points in time. *International Journal of Tourism Research*, 21(4), 447-461. doi:10.1002/jtr.2273



- Kim, S., & Yoon, Y. (2003). The Hierarchical Effects of Affective and Cognitive Components on Tourism Destination Image. *Journal of Travel & Tourism Marketing*, 14(2), 1-22. doi:10.1300/J073v14n02\_01
- Kim, S. S., & Morrison, A. M. (2005). Change of images of South Korea among foreign tourists after the 2002 FIFA World Cup. *Tourism Management*, 26(2), 233-247. doi:10.1016/j.tourman.2003.11.003
- Kim, W., & Malek, K. (2017). Effects of self-congruity and destination image on destination loyalty: the role of cultural differences. *Anatolia*, 28(1), 1-13. doi:10.1080/13032917.2016.1239209
- Kim, Y. H., Kim, M., & Goh, B. K. (2011). An examination of food tourist's behavior: Using the modified theory of reasoned action. *Tourism Management*, 32(5), 1159-1165. doi:<https://doi.org/10.1016/j.tourman.2010.10.006>
- King, C., Chen, N., & Funk, D. C. (2015). Exploring Destination Image Decay: A Study of Sport Tourists' Destination Image Change after Event Participation. *Journal of Hospitality & Tourism Research*, 39(1), 3-31. doi:10.1177/1096348012461547
- Kislali, H., Kavaratzis, M., & Saren, M. (2016). Rethinking destination image formation. *International Journal of Culture, Tourism and Hospitality Research*, 10(1), 70-80. doi:10.1108/IJCTHR-05-2015-0050
- Klabi, F. (2012). The predictive power of destination-personality-congruity on tourist preference: a global approach to destination image branding. *Leisure/Loisir*, 36(3-4), 309-331. doi:10.1080/14927713.2012.746895
- Kock, F., Josiassen, A., & Assaf, A. G. (2016). Advancing destination image: The destination content model. *Annals of Tourism Research*, 61, 28-44. doi:<https://doi.org/10.1016/j.annals.2016.07.003>
- Költringer, C., & Dickinger, A. (2015). Analyzing destination branding and image from online sources: A web content mining approach. *Journal of Business Research*, 68(9), 1836-1843. doi:10.1016/j.jbusres.2015.01.011
- Konecnik, M., & Gartner, W. C. (2007). Customer-based brand equity for a destination. *Annals of Tourism Research*, 34(2), 400-421. doi:<https://doi.org/10.1016/j.annals.2006.10.005>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th Global ed. ed.). Harlow, England: Pearson Education Limited.
- Kovács, G., & Spens Karen, M. (2005). Abductive reasoning in logistics research. *International Journal of Physical Distribution & Logistics Management*, 35(2), 132-144. doi:10.1108/09600030510590318
- Kozak, M., Bigné, E., Gonzalez, A., & Andreu, L. (2003). Cross-cultural behavior research in tourism: a case study on destination image. *Tourism Analysis*, 8(2), 253-257. doi:<https://doi.org/10.3727/108354203774077101>
- Kroesen, M., Handy, S., & Chorus, C. (2017). Do attitudes cause behavior or vice versa? An alternative conceptualization of the attitude-behavior relationship in travel behavior modeling. *Transportation Research Part A: Policy and Practice*, 101, 190-202. doi:<https://doi.org/10.1016/j.tra.2017.05.013>
- Ku, G. C. M., & Mak, A. H. N. (2017). Exploring the discrepancies in perceived destination images from residents' and tourists' perspectives: a revised importance-performance analysis approach. *Asia Pacific Journal of Tourism Research*, 22(11), 1124-1138. doi:10.1080/10941665.2017.1374294
- Kumar, R. a. (2014). Research methodology : a step-by-step guide for beginners. In (Fourth edition. ed.): Los Angeles : SAGE.
- Kuppelwieser, V. G., & Sarstedt, M. (2014). Applying the future time perspective scale to advertising research. *International Journal of Advertising*, 33(1), 113-136. doi:10.2501/IJA-33-1-113-136
- Kurzman, C. (1999). Uzbekistan: The invention of nationalism in an invented nation. *Critique: Critical Middle Eastern Studies*, 8(15), 77-98. doi:10.1080/10669929908720151

- Kwanisai, G., & Vengesayi, S. (2016). Destination attributes and overall destination satisfaction in Zimbabwe. *Tourism Analysis*, 21(1), 17-28.  
doi:<https://doi.org/10.3727/108354216X14537459508775>
- Ladeira, W. J., Santini, F. d. O., Araujo, C. F., & Sampaio, C. H. (2016). A Meta-Analysis of the Antecedents and Consequences of Satisfaction in Tourism and Hospitality. *Journal of Hospitality Marketing & Management*, 25(8), 975-1009.  
doi:10.1080/19368623.2016.1136253
- Lai, K., & Li, X. (2016). Tourism Destination Image. *Journal of Travel Research*, 55(8), 1065-1080.  
doi:10.1177/0047287515619693
- Lai, K., & Li, Y. (2012). Core-periphery structure of destination image. *Annals of Tourism Research*, 39(3), 1359-1379. doi:10.1016/j.annals.2012.02.008
- Larson, R. B. (2019). Controlling social desirability bias. *International Journal of Market Research*, 61(5), 534-547. doi:10.1177/1470785318805305
- Lban, M. O., Kaşli, M., & Bezirgan, M. (2015). Effects of destination image and total perceived value on tourists' behavioral intentions: an investigation of domestic festival tourists. *Tourism Analysis*, 20(5), 499-510. doi:<https://doi.org/10.3727/108354215X14411980111370>
- Lee, A., Martin, R., Thomas, G., Guillaume, Y., & Maio, G. R. (2015). Conceptualizing leadership perceptions as attitudes: Using attitude theory to further understand the leadership process. *The Leadership Quarterly*, 26(6), 910-934. doi:<https://doi.org/10.1016/j.leaqua.2015.10.003>
- Lee, B., Lee, C.-K., & Lee, J. (2014a). Dynamic Nature of Destination Image and Influence of Tourist Overall Satisfaction on Image Modification. *Journal of Travel Research*, 53(2), 239-251.  
doi:10.1177/0047287513496466
- Lee, C.-F., & King, B. (2015). International Students in Asia: Travel Behaviors and Destination Perceptions. *Asia Pacific Journal of Tourism Research*, 21(4), 457-476.  
doi:10.1080/10941665.2015.1062786
- Lee, C.-K., Kang, S., Reisinger, Y., & Kim, N. (2012). Incongruence in Destination Image: Central Asia Region. *Tourism Geographies*, 14(4), 599-624. doi:10.1080/14616688.2012.647325
- Lee, C.-K., Lee, Y.-K., & Lee, B. (2005). Korea's destination image formed by the 2002 World Cup. *Annals of Tourism Research*, 32(4), 839-858. doi:10.1016/j.annals.2004.11.006
- Lee, G., & Lee, C.-K. (2009). Cross-cultural comparison of the image of Guam perceived by Korean and Japanese leisure travelers: Importance–performance analysis. *Tourism Management*, 30(6), 922-931. doi:10.1016/j.tourman.2008.11.013
- Lee, H. C., Pan, H. L., & Chung, C. C. (2019a). The Study of Destination Image, Service Quality, Satisfaction and Behavioral Intention—an Example of Dapeng Bay National Scenic Area. *International Journal of Organizational Innovation (Online)*, 11(3), 25.
- Lee, J. L., James, J. D., & Kim, Y. K. (2014b). A reconceptualization of brand image. *International Journal of Business Administration*, 5(4), 1.
- Lee, R., & Lockshin, L. (2012). Reverse Country-of-Origin Effects of Product Perceptions on Destination Image. *Journal of Travel Research*, 51(4), 502-511.  
doi:10.1177/0047287511418371
- Lee, R., Lockshin, L., Cohen, J., & Corsi, A. (2019b). A latent growth model of destination image's halo effect. *Annals of Tourism Research*, 79. doi:10.1016/j.annals.2019.102767
- Lee, S., & Bai, B. (2016). Influence of popular culture on special interest tourists' destination image. *Tourism Management*, 52, 161-169. doi:10.1016/j.tourman.2015.06.019
- Lee, S., Jeon, S., & Kim, D. (2011). The impact of tour quality and tourist satisfaction on tourist loyalty: The case of Chinese tourists in Korea. *Tourism Management*, 32(5), 1115-1124.  
doi:<https://doi.org/10.1016/j.tourman.2010.09.016>
- Lee, T.-H. (2009a). A structural model for examining how destination image and interpretation services affect future visitation behavior: a case study of Taiwan's Taomi eco-village. *Journal of Sustainable Tourism*, 17(6), 727-745. doi:10.1080/09669580902999204

- Lee, T. H. (2009b). A Structural Model to Examine How Destination Image, Attitude, and Motivation Affect the Future Behavior of Tourists. *Leisure Sciences*, 31(3), 215-236. doi:10.1080/01490400902837787
- Lee, T. H., Chang, P.-S., & Luo, Y.-W. (2016). Elucidating the relationships among destination images, recreation experience, and authenticity of the Shengxing Heritage Recreation Area in Taiwan. *Journal of Heritage Tourism*, 11(4), 349-363. doi:10.1080/1743873X.2015.1102272
- Lee, T. H., & Hsu, F. Y. (2013). Examining How Attending Motivation and Satisfaction Affects the Loyalty for Attendees at Aboriginal Festivals. *International Journal of Tourism Research*, 15(1), 18-34. doi:10.1002/jtr.867
- Li, H., Lien, C.-H., Wang, S., Wang, T., & Dong, W. (2020). Event and city image: the effect on revisit intention. *Tourism Review*, ahead-of-print. doi:10.1108/TR-10-2019-0419
- Li, J., & Yang, Y. (2015). Describing and testing gender as moderator: illustrated substantively with a hypothesized relation between image, satisfaction, and behavioural intentions. *Anatolia*, 26(2), 258-268. doi:10.1080/13032917.2014.939203
- Li, J. J., Ali, F., & Kim, W. G. (2015). Reexamination of the role of destination image in tourism: an updated literature review. *E-review of Tourism Research*, 12.
- Li, M., Cai, L. A., Lehto, X. Y., & Huang, J. (2010). A Missing Link in Understanding Revisit Intention—The Role of Motivation and Image. *Journal of Travel & Tourism Marketing*, 27(4), 335-348. doi:10.1080/10548408.2010.481559
- Li, X. (2012). Examining the 'relative image' of tourism destinations: a case study. *Current Issues in Tourism*, 15(8), 741-757. doi:10.1080/13683500.2011.629721
- Li, X., Petrick, J. F., & Zhou, Y. (2008). Towards a Conceptual Framework of Tourists' Destination Knowledge and Loyalty. *Journal of Quality Assurance in Hospitality & Tourism*, 8(3), 79-96. doi:10.1080/15280080802080474
- Li, X., & Stepchenkova, S. (2012). Chinese Outbound Tourists' Destination Image of America. *Journal of Travel Research*, 51(3), 250-266. doi:10.1177/0047287511410349
- Li, X. R., & Vogelsong, H. (2006). Comparing methods of measuring image change: A case study of a small-scale community festival. *Tourism Analysis*, 10(4), 349-360. doi:10.3727/108354206776162769
- Liat, C. B., Mansori, S., & Huei, C. T. (2014). The Associations Between Service Quality, Corporate Image, Customer Satisfaction, and Loyalty: Evidence From the Malaysian Hotel Industry. *Journal of Hospitality Marketing & Management*, 23(3), 314-326. doi:10.1080/19368623.2013.796867
- Lim, C., Chew, S. L., Lim, Z. Y., & Liu, W. (2014). Pre- and Post-Visit Perceptions of Youth Tourists to China. *Journal of China Tourism Research*, 10(2), 236-255. doi:10.1080/19388160.2013.849637
- Lin, C.-H., & Kuo, B. Z.-L. (2018). The moderating effects of travel arrangement types on tourists' formation of Taiwan's unique image. *Tourism Management*, 66, 233-243. doi:<https://doi.org/10.1016/j.tourman.2017.12.001>
- Lin, C.-H., Morais, D. B., Kerstetter, D. L., & Hou, J.-S. (2007). Examining the Role of Cognitive and Affective Image in Predicting Choice Across Natural, Developed, and Theme-Park Destinations. *Journal of Travel Research*, 46(2), 183-194. doi:10.1177/0047287506304049
- Lin, Y.-H., Wu, C.-Y., & Chang, J. (2006). Destination image and visit intention among members of Yahoo!-Taiwan's travel communities: An online survey approach. *Tourism Analysis*, 11(1), 61-69. doi:<https://doi.org/10.3727/108354206777770628>
- Lindblom, A., Lindblom, T., Lehtonen, M. J., & Wechtler, H. (2018). A study on country images, destination beliefs, and travel intentions: A structural equation model approach. *International Journal of Tourism Research*, 20(1), 1-10. doi:10.1002/jtr.2148
- Line, N. D., Hanks, L., & Miao, L. (2017). Image Matters: Incentivizing Green Tourism Behavior. *Journal of Travel Research*, 57(3), 296-309. doi:10.1177/0047287517697848
- Little, T., Deboeck, P., & Wu, W. (2015). Longitudinal Data Analysis. In (pp. 1-17).

- Liu, C.-R., Lin, W.-R., & Wang, Y.-C. (2012). From Destination Image to Destination Loyalty: Evidence From Recreation Farms in Taiwan. *Journal of China Tourism Research*, 8(4), 431-449. doi:10.1080/19388160.2012.729427
- Liu, F., Zhao, X., Chau Patrick, Y. K., & Tang, Q. (2015). Roles of perceived value and individual differences in the acceptance of mobile coupon applications. *Internet Research*, 25(3), 471-495. doi:10.1108/IntR-02-2014-0053
- Liu, X., Li, J., & Kim, W. G. (2017). The role of travel experience in the structural relationships among tourists' perceived image, satisfaction, and behavioral intentions. *Tourism and Hospitality Research*, 17(2), 135-146. doi:10.1177/1467358415610371
- Liu, X. R., Li, J. J., & Fu, Y. D. (2016). Antecedents of tourists' behavioral intentions: The role and influence of tourists' perceived freedom of choice, destination image, and satisfaction. *Tourism Analysis*, 21(6), 577-588. doi:<https://doi.org/10.3727/108354216X14713487283048>
- Liu, Y.-D. (2014). Image-Based Segmentation of Cultural Tourism Market: The Perceptions of Taiwan's Inbound Visitors. *Asia Pacific Journal of Tourism Research*, 19(8), 971-987. doi:10.1080/10941665.2013.833124
- Llodrà-Riera, I., Martínez-Ruiz, M. P., Jiménez-Zarco, A. I., & Izquierdo-Yusta, A. (2015). A multidimensional analysis of the information sources construct and its relevance for destination image formation. *Tourism Management*, 48, 319-328. doi:10.1016/j.tourman.2014.11.012
- Lo, A. S., & Lee, C. Y. S. (2011). Motivations and perceived value of volunteer tourists from Hong Kong. *Tourism Management*, 32(2), 326-334. doi:10.1016/j.tourman.2010.03.002
- Lonely Planet. (2020). Uzbekistan. Retrieved from <https://www.lonelyplanet.com/uzbekistan>
- Lu, T., & Cai, L. A. (2011). An Analysis of Image and Loyalty in Convention and Exhibition Tourism in China. *Event Management*, 15(1), 37-48. doi:10.3727/152599511x12990855575105
- Lubbe, B. (1998). Primary Image as a Dimension of Destination Image: An Empirical Assessment. *Journal of Travel & Tourism Marketing*, 7(4), 21-43. doi:10.1300/J073v07n04\_02
- Machado, L. P., Santos, C., & Sarmiento, M. (2009). Madeira Island - Destination image and tourists loyalty. *European Journal of Tourism Research*, 2, 70-90.
- MacKay, K. J., & Fesenmaier, D. R. (1997). Pictorial element of destination in image formation. *Annals of Tourism Research*, 24(3), 537-565. doi:[https://doi.org/10.1016/S0160-7383\(97\)00011-X](https://doi.org/10.1016/S0160-7383(97)00011-X)
- MacKay, K. J., & Fesenmaier, D. R. (2000). An Exploration of Cross-Cultural Destination Image Assessment. *Journal of Travel Research*, 38(4), 417-423. doi:10.1177/004728750003800411
- MacKay, K. J., & McVetty, D. (2002). Images of First-time Visitors to Queen Charlotte Islands and Gwaii Haanas National Park Reserve. *Journal of Park & Recreation Administration*, 20(2).
- Madden, K., Rashid, B., & Zainol, N. A. (2016). Beyond the motivation theory of destination image. *Tourism and hospitality management*, 22(2), 247-264.
- Maghsoodi Tilaki, M. J., Hedayati Marzbali, M., Abdullah, A., & Bahauddin, A. (2016). Examining the Influence of International Tourists' Destination Image and Satisfaction on Their Behavioral Intention in Penang, Malaysia. *Journal of Quality Assurance in Hospitality & Tourism*, 17(4), 425-452. doi:10.1080/1528008X.2015.1096756
- Manhas, P. S., Manrai, L. A., & Manrai, A. K. (2016). Role of tourist destination development in building its brand image: A conceptual model. *Journal of Economics, Finance and Administrative Science*, 21(40), 25-29. doi:<https://doi.org/10.1016/j.jefas.2016.01.001>
- Marius, M., & Luisa, V. (2016). Economic effects of tourism and its influencing factors. *Zeitschrift für Tourismuswissenschaft*, 8(2), 169-198. doi:<https://doi.org/10.1515/tw-2016-0017>
- Martín-Santana, J. D., Beerli-Palacio, A., & Nazzareno, P. A. (2017). Antecedents and consequences of destination image gap. *Annals of Tourism Research*, 62, 13-25. doi:<https://doi.org/10.1016/j.annals.2016.11.001>
- Mashwama, V., Chilya, N., & Chuchu, T. (2019). Destination Image of Swaziland: Perceptions of Local and International Tourists. *E-review of Tourism Research*, 16(4), 271-293.



- Mat Som, A. P., Mostafavi Shirazi, S. F., Marzuki, A., & Jusoh, J. (2011). A critical analysis of tourist satisfaction and destination loyalty. *Journal of Global Management*, 2, 178-183.
- McCartney, G. (2008). Does one culture all think the same? An investigation of destination image perceptions from several origins. *Tourism Review*, 63(4), 13-26.  
doi:10.1108/16605370810912182
- McCartney, G., Butler, R., & Bennett, M. (2008). A Strategic Use of the Communication Mix in the Destination Image-Formation Process. *Journal of Travel Research*, 47(2), 183-196.  
doi:10.1177/0047287508321201
- McGuire, W. J. (1966). The current status of cognitive consistency theories. *Cognitive consistency: Motivational antecedents and behavioral consequents*, 1-26.
- Mendes, J., Do Valle, P. O., & Guerreiro, M. (2011). Destination Image and Events: A Structural Model for the Algarve Case. *Journal of Hospitality Marketing & Management*, 20(3-4), 366-384. doi:10.1080/19368623.2011.562424
- Mentges, G. (2012). The Role of UNESCO and the Uzbek Nation Building Process. *Heritage Regimes and the State*, 213.
- Metin, I., & Camgoz, S. M. (2011). The advances in the history of cognitive dissonance theory. *International Journal of Humanities and Social Science*, 1(6), 131-136.
- Mikulić, J., & Ryan, C. (2018). Reflective versus formative confusion in SEM based tourism research: A critical comment. *Tourism Management*, 68, 465-469.  
doi:<https://doi.org/10.1016/j.tourman.2018.05.002>
- Mohamad, M., Ali, A. M., Ghani, N. I. A., Abdullah, A. R., & Mokhlis, S. (2013). Positioning Malaysia as a Tourist Destination Based on Destination Loyalty. *Asian Social Science*, 9(1).  
doi:10.5539/ass.v9n1p286
- Mohamad, M., Ghani, N. I. A., Mamat, M., & Mamat, I. (2014). Satisfaction as a mediator to the relationships between destination image and loyalty. *World Applied Sciences Journal*, 30, 1113-1123. doi:10.5829/idosi.wasj.2014.30.09.14107
- Mohd Isa, S., & Ramli, L. (2014). Factors influencing tourist visitation in marine tourism: lessons learned from FRI Aquarium Penang, Malaysia. *International Journal of Culture, Tourism and Hospitality Research*, 8(1), 103-117. doi:10.1108/ijcthr-04-2013-0016
- Molinillo, S., Liébana-Cabanillas, F., Anaya-Sánchez, R., & Buhalis, D. (2018). DMO online platforms: Image and intention to visit. *Tourism Management*, 65, 116-130.  
doi:<https://doi.org/10.1016/j.tourman.2017.09.021>
- Moon, H., & Han, H. (2019). Tourist experience quality and loyalty to an island destination: the moderating impact of destination image. *Journal of Travel & Tourism Marketing*, 36(1), 43-59. doi:10.1080/10548408.2018.1494083
- Moon, K.-S., Ko, Y. J., Connaughton, D. P., & Lee, J.-H. (2013). A mediating role of destination image in the relationship between event quality, perceived value, and behavioral intention. *Journal of sport & tourism*, 18(1), 49-66. doi:10.1080/14775085.2013.799960
- Morais, D. B., & Lin, C.-H. (2010). Why Do First-Time and Repeat Visitors Patronize a Destination? *Journal of Travel & Tourism Marketing*, 27(2), 193-210. doi:10.1080/10548401003590443
- Moutinho, L., Albayrak, T., & Caber, M. (2012). How Far does Overall Service Quality of a Destination Affect Customers' Post-Purchase Behaviours? *International Journal of Tourism Research*, 14, 307-322. doi:10.1002/jtr.856
- Munar, A. M., & Jacobsen, J. K. S. (2013). Trust and Involvement in Tourism Social Media and Web-Based Travel Information Sources. *Scandinavian Journal of Hospitality and Tourism*, 13(1), 1-19. doi:10.1080/15022250.2013.764511
- Musa, R., Putit, L., Yusrina Hayati Nik Muhammad, N., & Husin, N. (2011). *Investigating the impact of destination image on Total Tourists' Experience (TTE) and destination loyalty: Using structural equation modelling approach*. Paper presented at the 2011 International Conference on Business, Engineering and Industrial Applications.

- Mwaura, D., Ingram, H., Acquaye, D., & Jargal, S. (2013). Marketing implications of the destination image of Mongolia. *Worldwide Hospitality and Tourism Themes*, 5(1), 80-91. doi:10.1108/17554211311292466
- Myers, M. D. (2013). Qualitative research in business and management. In (2nd ed. ed.). London: London : SAGE.
- Nadeau, J., Heslop, L., O'Reilly, N., & Luk, P. (2008). Destination in a country image context. *Annals of Tourism Research*, 35(1), 84-106. doi:10.1016/j.annals.2007.06.012
- Nawijn, J., & Biran, A. (2019). Negative emotions in tourism: a meaningful analysis. *Current Issues in Tourism*, 22(19), 2386-2398. doi:10.1080/13683500.2018.1451495
- Nghiêm-Phú, B. (2014). A review of destination image studies from 2008 to 2012. *European Journal of Tourism Research*, 8(1), 35-65.
- Nghiêm-Phú, B. (2015). A confirmation of the four-component structure of destination image, and their relationships with tourists' loyalty. 11, 147-153.
- Nghiêm-Phú, B. (2018). Correlation between tourists' perceptions/evaluations of destination attributes and their overall satisfactions: Observations of a meta-analysis. *European Journal of Tourism Research*, 19, 98-115.
- Nicoletta, R., & Servidio, R. (2012). Tourists' opinions and their selection of tourism destination images: An affective and motivational evaluation. *Tourism Management Perspectives*, 4, 19-27. doi:10.1016/j.tmp.2012.04.004
- Noh, J., & Vogt, C. (2013). Modelling information use, image, and perceived risk with intentions to travel to East Asia. *Current Issues in Tourism*, 16(5), 455-476. doi:10.1080/13683500.2012.741576
- O'Leary, S., & Deegan, J. (2005). Ireland's Image as a Tourism Destination in France: Attribute Importance and Performance. *Journal of Travel Research*, 43(3), 247-256. doi:10.1177/0047287504272025
- Olaru, J. M. D., & Hofacker, C. F. (2009). Rigor in tourism research: Formative and reflective constructs. *Annals of Tourism Research*, 36(4), 730-734. doi:10.1016/j.annals.2009.04.005
- Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), 460-469. doi:10.1177/002224378001700405
- Oliver, R. L. (1993). Cognitive, Affective, and Attribute Bases of the Satisfaction Response. *Journal of Consumer Research*, 20(3), 418-430. doi:10.1086/209358
- Oom do Valle, P., Correia, A., & Rebelo, E. (2008). Determinants of tourism return behaviour. *Tourism and Hospitality Research*, 8(3), 205-219. doi:10.1057/thr.2008.19
- Ozretic-Dosen, D., Previsic, J., Krupka, Z., Skare, V., & Komarac, T. (2018). The role of familiarity in the assessment of Turkey's country/destination image: going beyond soap operas. *International Journal of Culture, Tourism and Hospitality Research*, 12(3), 277-291. doi:10.1108/ijcthr-06-2017-0066
- Ozturk, A. B., & Qu, H. (2008). The Impact of Destination Images on Tourists' Perceived Value, Expectations, and Loyalty. *Journal of Quality Assurance in Hospitality & Tourism*, 9(4), 275-297. doi:10.1080/15280080802520552
- Palau-Saumell, R., Forgas-Coll, S., Amaya-Molinar, C. M., & Sánchez-García, J. (2016). Examining How Country Image Influences Destination Image in a Behavioral Intentions Model: The Cases of Lloret De Mar (Spain) and Cancun (Mexico). *Journal of Travel & Tourism Marketing*, 33(7), 949-965. doi:10.1080/10548408.2015.1075456
- Palau-Saumell, R., Forgas-Coll, S., Sánchez-García, J., & Prats-Planagumà, L. (2013). Tourist behavior intentions and the moderator effect of knowledge of UNESCO World Heritage Sites: The case of La Sagrada Família. *Journal of Travel Research*, 52(3), 364-376. doi:10.1177/0047287512465959
- Pan, B., & Li, X. (2011). The long tail of destination image and online marketing. *Annals of Tourism Research*, 38(1), 132-152. doi:<https://doi.org/10.1016/j.annals.2010.06.004>

- Pandža Bajs, I. (2015). Tourist Perceived Value, Relationship to Satisfaction, and Behavioral Intentions: The Example of the Croatian Tourist Destination Dubrovnik. *Journal of Travel Research*, 54(1), 122-134. doi:10.1177/0047287513513158
- Papadimitriou, D., Apostolopoulou, A., & Kaplanidou, K. (2015). Destination Personality, Affective Image, and Behavioral Intentions in Domestic Urban Tourism. *Journal of Travel Research*, 54(3), 302-315. doi:10.1177/0047287513516389
- Papadimitriou, D., Kaplanidou, K., & Apostolopoulou, A. (2018). Destination Image Components and Word-of-Mouth Intentions in Urban Tourism: A Multigroup Approach. *Journal of Hospitality & Tourism Research*, 42(4), 503-527. doi:10.1177/1096348015584443
- Park, D., Lee, G., Kim, W. G., & Kim, T. T. (2019). Social Network Analysis as a Valuable Tool for Understanding Tourists' Multi-Attraction Travel Behavioral Intention to Revisit and Recommend. *Sustainability*, 11(9). doi:10.3390/su11092497
- Park, S., & Nicolau, J. L. (2019). Image effect on customer-centric measures of performance. *Annals of Tourism Research*, 76, 226-238. doi:<https://doi.org/10.1016/j.annals.2019.04.007>
- Park, S. H., Hsieh, C.-M., & Lee, C.-K. (2017). Examining Chinese College Students' Intention to Travel to Japan Using the Extended Theory of Planned Behavior: Testing Destination Image and the Mediating Role of Travel Constraints. *Journal of Travel & Tourism Marketing*, 34(1), 113-131. doi:10.1080/10548408.2016.1141154
- Park, Y., & Njite, D. (2010). Relationship between Destination Image and Tourists' Future Behavior: Observations from Jeju Island, Korea. *Asia Pacific Journal of Tourism Research*, 15(1), 1-20. doi:10.1080/10941660903510024
- Patterson Paul, G., & Spreng Richard, A. (1997). Modelling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business, services context: an empirical examination. *International Journal of Service Industry Management*, 8(5), 414-434. doi:10.1108/09564239710189835
- Pavesi, A., Gartner, W., & Denizci-Guillet, B. (2016). The Effects of a Negative Travel Experience on Tourists' Decisional Behavior. *International Journal of Tourism Research*, 18(5), 423-433. doi:10.1002/jtr.2060
- Pearce, D. G. (2014). Toward an Integrative Conceptual Framework of Destinations. *Journal of Travel Research*, 53(2), 141-153. doi:10.1177/0047287513491334
- Pechlaner, H., Dal Bò, G., & Pichler, S. (2013). Differences in Perceived Destination Image and Event Satisfaction Among Cultural Visitors: The Case of the European Biennial of Contemporary Art "Manifesta 7". *Event Management*, 17. doi:10.3727/152599513X13668224082305
- Peña, A. I. P., Jamilena, D. M. F., & Molina, M. Á. R. (2012). Validation of cognitive image dimensions for rural tourist destinations. *Journal of Vacation Marketing*, 18(4), 261-273. doi:10.1177/1356766712449351
- Permana, D. (2018). Tourist's re-visit intention from perspective of value perception, destination image and satisfaction. *European Research Studies Journal*, 21(3), 254-265.
- Petrack, J. F., Morais, D. D., & Norman, W. C. (2001). An Examination of the Determinants of Entertainment Vacationers' Intentions to Revisit. *Journal of Travel Research*, 40(1), 41-48. doi:10.1177/004728750104000106
- Pezenka, I. (2016). Paired Comparisons or Sorting? Comparing Web-Based Methods for Collecting Similarity Data for Large Stimulus Sets for Destination Image Positioning. *Journal of Travel Research*, 56(4), 482-495. doi:10.1177/0047287516646220
- Phau, I., Shanka, T., & Dhayan, N. (2010). Destination image and choice intention of university student travellers to Mauritius. *International Journal of Contemporary Hospitality Management*, 22(5), 758-764. doi:10.1108/09596111011053846
- Phillips, W., & Jang, S. (2007). Destination image and visit intention: Examining the moderating role of motivation. *Tourism Analysis*, 12(4), 319-326. doi:<https://doi.org/10.3727/108354207782212387>

- Phillips, W., & Jang, S. (2008). Destination Image and Tourist Attitude. *Tourism Analysis*, 13(4), 401-411.
- Phillips, W. J., & Jang, S. (2010). Destination image differences between visitors and non-visitors: a case of New York city. *International Journal of Tourism Research*, 12(5), 642-645. doi:10.1002/jtr.776
- Phillips, W. J., Wolfe, K., Hodur, N., & Leistritz, F. L. (2013). Tourist Word of Mouth and Revisit Intentions to Rural Tourism Destinations: a Case of North Dakota, USA. *International Journal of Tourism Research*, 15(1), 93-104. doi:10.1002/jtr.879
- Pike, S. (2002). Destination image analysis—a review of 142 papers from 1973 to 2000. *Tourism Management*, 23(5), 541-549. doi:[https://doi.org/10.1016/S0261-5177\(02\)00005-5](https://doi.org/10.1016/S0261-5177(02)00005-5)
- Pike, S. (2011). Destination image literature: 2001 – 2007. 19(2), 107-125.
- Pike, S., Gentle, J., Kelly, L., & Beatson, A. (2018). Tracking brand positioning for an emerging destination: 2003 to 2015. *Tourism and Hospitality Research*, 18(3), 286-296. doi:10.1177/1467358416646821
- Pike, S., & Kotsi, F. (2016). Stopover destination image — Using the Repertory Test to identify salient attributes. *Tourism Management Perspectives*, 18, 68-73. doi:<https://doi.org/10.1016/j.tmp.2016.01.005>
- Pike, S., & Ryan, C. (2004). Destination positioning analysis through a comparison of cognitive, affective, and conative perceptions. *Journal of Travel Research*, 42(4), 333-342. doi:10.1177/0047287504263029
- Pizam, A., Neumann, Y., & Reichel, A. (1978). Dimensions of tourist satisfaction with a destination area. *Annals of Tourism Research*, 5(3), 314-322. doi:[https://doi.org/10.1016/0160-7383\(78\)90115-9](https://doi.org/10.1016/0160-7383(78)90115-9)
- Poria, Y., Reichel, A., & Cohen, R. (2011). World Heritage Site—Is It an Effective Brand Name?: A Case Study of a Religious Heritage Site. *Journal of Travel Research*, 50(5), 482-495. doi:10.1177/0047287510379158
- Prasad, R. K., & Jha, M. K. (2014). Consumer buying decisions models: A descriptive study. *International Journal of Innovation and Applied Studies*, 6(3), 335.
- Prasnikar, J., Rajkovic, T., & Žabkar, V. (2010). Summer tourist perceptions of service quality. *Annals of Tourism Research - ANN TOURISM RES*, 37, 1181-1185. doi:10.1016/j.annals.2010.03.002
- Prats, L., Camprubí, R., & Coromina, L. (2016). Examining the role of familiarity, information sources, length of stay and satisfaction to the image perception model. *European Journal of Tourism Research*, 13(5), 5-22.
- Pratt, S., & Chan, W. S. (2016). Destination Image and Intention to Visit the Tokyo 2020 Olympics among Hong Kong Generation Y. *Journal of China Tourism Research*, 12(3-4), 355-373. doi:10.1080/19388160.2016.1246272
- Prayag, G. (2008). Image, Satisfaction and Loyalty—The Case of Cape Town. *Anatolia*, 19(2), 205-224. doi:10.1080/13032917.2008.9687069
- Prayag, G. (2009). Tourists' evaluations of destination image, satisfaction, and future behavioral intentions—the case of Mauritius. *Journal of Travel & Tourism Marketing*, 26(8), 836-853. doi:10.1080/10548400903358729
- Prayag, G. (2010). Images as Pull Factors of a Tourist Destination: A Factor-Cluster Segmentation Analysis. *Tourism Analysis*, 15(2), 213-226. doi:10.3727/108354210x12724863327768
- Prayag, G. (2011). Visitors to Mauritius: Using IPA to Discern Cultural Differences in Image Perceptions. In *Tourism Sensemaking: Strategies to Give Meaning to Experience* (pp. 153-175).
- Prayag, G. (2012). Paradise for who? Segmenting visitors' satisfaction with cognitive image and predicting behavioural loyalty. *International Journal of Tourism Research*, 14(1), 1-15. doi:10.1002/jtr.837
- Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the Relationships between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, and



- Intention to Recommend. *Journal of Travel Research*, 56(1), 41-54. doi:10.1177/0047287515620567
- Prayag, G., & Ryan, C. (2011). The relationship between the 'push' and 'pull' factors of a tourist destination: the role of nationality – an analytical qualitative research approach. *Current Issues in Tourism*, 14(2), 121-143. doi:10.1080/13683501003623802
- Prayag, G., & Ryan, C. (2012). Antecedents of Tourists' Loyalty to Mauritius: The Role and Influence of Destination Image, Place Attachment, Personal Involvement, and Satisfaction. *Journal of Travel Research*, 51(3), 342-356. doi:10.1177/0047287511410321
- Prebensen, N. K., Woo, E., Chen, J. S., & Uysal, M. (2012). Motivation and Involvement as Antecedents of the Perceived Value of the Destination Experience. *Journal of Travel Research*, 52(2), 253-264. doi:10.1177/0047287512461181
- Prebežac, D., & Mikulić, J. (2008). Destination image and key drivers of perceived destination attractiveness. *Market-Tržište*, 20(2), 163-178.
- Promsivapallop, P., & Kannaovakun, P. (2019). Destination food image dimensions and their effects on food preference and consumption. *Journal of Destination Marketing and Management*, 11, 89-100. doi:10.1016/j.jdmm.2018.12.003
- Pujiastuti, E. E., Nimran, U., Suharyono, S., & Kusumawati, A. (2017). The antecedents of behavioral intention regarding rural tourism destination. *Asia Pacific Journal of Tourism Research*, 22(11), 1169-1181. doi:10.1080/10941665.2017.1377270
- Pyo, S. (2012). Identifying and prioritizing destination knowledge needs. *Annals of Tourism Research*, 39(2), 1156-1175. doi:<https://doi.org/10.1016/j.annals.2011.12.009>
- Qu, H., Kim, L. H., & Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, 32(3), 465-476. doi:10.1016/j.tourman.2010.03.014
- Ramires, A., Brandão, F., & Sousa, A. C. (2018). Motivation-based cluster analysis of international tourists visiting a World Heritage City: The case of Porto, Portugal. *Journal of Destination Marketing & Management*, 8, 49-60. doi:<https://doi.org/10.1016/j.jdmm.2016.12.001>
- Ramkissoon, H., Uysal, M., & Brown, K. (2011a). A cross-cultural comparison of tourists' cultural behavioural intentions. *E-review of Tourism Research*, 9, 190-220.
- Ramkissoon, H., Uysal, M., & Brown, K. (2011b). Relationship Between Destination Image and Behavioral Intentions of Tourists to Consume Cultural Attractions. *Journal of Hospitality Marketing & Management*, 20(5), 575-595. doi:10.1080/19368623.2011.570648
- Ramkissoon, H., & Uysal, M. S. (2011). The effects of perceived authenticity, information search behaviour, motivation and destination imagery on cultural behavioural intentions of tourists. *Current Issues in Tourism*, 14(6), 537-562. doi:10.1080/13683500.2010.493607
- Reinartz, W., Haenlein, M., & Henseler, J. (2009). An Empirical Comparison of the Efficacy of Covariance-Based and Variance-Based SEM. *International Journal of Research in Marketing*, 26, 332-344. doi:10.1016/j.ijresmar.2009.08.001
- Rey-Moreno, M., Medina-Molina, C., & Rufín-Moreno, R. (2014). Tourist attractions as a moderating element in explanatory models for loyalty development. *Tourism & Management Studies*, 10(1), 112-118.
- Reza Jalilvand, M., Samiei, N., Dini, B., & Yaghoubi Manzari, P. (2012). Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. *Journal of Destination Marketing & Management*, 1(1), 134-143. doi:<https://doi.org/10.1016/j.jdmm.2012.10.001>
- Rezende-Parker, A. M., Morrison, A. M., & Ismail, J. A. (2003). Dazed and confused? An exploratory study of the image of Brazil as a travel destination. *Journal of Vacation Marketing*, 9(3), 243-259. doi:10.1177/135676670300900304
- Ribeiro, M. A., Woosnam, K. M., Pinto, P., & Silva, J. A. (2018). Tourists' Destination Loyalty through Emotional Solidarity with Residents: An Integrative Moderated Mediation Model. *Journal of Travel Research*, 57(3), 279-295. doi:10.1177/0047287517699089

- Rice, J., & Khanin, D. (2019). Why Do They Keep Coming Back? The Effect of Push Motives vs. Pull Motives, and Attribute Satisfaction on Repeat Visitation of Tourist Destinations. *Journal of Quality Assurance in Hospitality & Tourism*, 20(4), 445-469. doi:10.1080/1528008x.2018.1553117
- Riley, R. W., & Love, L. L. (2000). The state of qualitative tourism research. *Annals of Tourism Research*, 27(1), 164-187. doi:[https://doi.org/10.1016/S0160-7383\(99\)00068-7](https://doi.org/10.1016/S0160-7383(99)00068-7)
- Rodrigues, A., Correia, A., & Kozak, M. (2011). A multidisciplinary approach on destination image construct. *Tourismos*, 6(3), 93-110.
- Rodrigues, A. I., Correia, A., & Kozak, M. (2012). Exploring the Life-Cycle Model Applied to 'Umbrella Constructs': Destination Image as an Example. *Tourism Recreation Research*, 37(2), 133-143. doi:10.1080/02508281.2012.11081698
- Rodríguez Molina, M. Á., Frías-Jamilena, D.-M., & Castañeda-García, J. A. (2013). The moderating role of past experience in the formation of a tourist destination's image and in tourists' behavioural intentions. *Current Issues in Tourism*, 16(2), 107-127. doi:10.1080/13683500.2012.665045
- Roemer, E. (2016). A tutorial on the use of PLS path modeling in longitudinal studies. *Industrial Management & Data Systems*, 116(9), 1901-1921. doi:10.1108/IMDS-07-2015-0317
- Rojas-de-Gracia, M.-M., & Alarcón-Urbistondo, P. (2018). Couple's Decision-Making Process and Their Satisfaction with the Tourist Destination. *Journal of Travel Research*, 58(5), 824-836. doi:10.1177/0047287518785052
- Ruzzier, M. K. (2010). Extending the Tourism Destination Image Concept into Customer-Based Brand Equity For A Tourism Destination. *Economic Research-Ekonomska Istraživanja*, 23(3), 24-42. doi:10.1080/1331677x.2010.11517421
- Ryan, C., & Ninov, I. (2011). Dimensions of Destination Images—The Relationship Between Specific Sites and Overall Perceptions of Place: The Example of Dubai Creek and "Greater Dubai". *Journal of Travel & Tourism Marketing*, 28(7), 751-764. doi:10.1080/10548408.2011.611743
- Sabiote Ortiz, C. M., Frías-Jamilena, D. M., & Castañeda García, J. A. (2017). Overall perceived value of a tourism service: Analysing the spillover effect between electronic channel and consumption of the hotel service. *Tourism and Hospitality Research*, 17(2), 217-227. doi:10.1177/1467358415613410
- Sahin, S., & Baloglu, S. (2011). Brand personality and destination image of Istanbul. *Anatolia*, 22(1), 69-88. doi:10.1080/13032917.2011.556222
- Salvatierra, J., & Walters, G. (2016). The impact of human-induced environmental destruction on destination image perception and travel behaviour: The case of Australia's Great Barrier Reef. *Journal of Vacation Marketing*, 23(1), 73-84. doi:10.1177/1356766715626966
- Sampaio, A. (2012). Wine Tourism and Visitors' Perceptions: A Structural Equation Modelling Approach. *Tourism Economics*, 18(3), 533-553. doi:10.5367/te.2012.0132
- San Martín, H., Herrero, A., & García de los Salmenes, M. d. M. (2019). An integrative model of destination brand equity and tourist satisfaction. *Current Issues in Tourism*, 22(16), 1992-2013. doi:10.1080/13683500.2018.1428286
- San Martín, H., & Rodríguez del Bosque, I. A. (2008). Exploring the cognitive-affective nature of destination image and the role of psychological factors in its formation. *Tourism Management*, 29(2), 263-277. doi:10.1016/j.tourman.2007.03.012
- Sánchez-Fernández, R., & Iniesta-Bonillo, M. Á. (2007). The concept of perceived value: a systematic review of the research. *Marketing Theory*, 7(4), 427-451. doi:10.1177/1470593107083165
- Sánchez-Rivero, M., & Pulido-Fernández, J. I. (2012). Testing Heterogeneous Image in Cultural/Non-cultural Tourism Markets: a Latent Model Approach. *International Journal of Tourism Research*, 14(3), 250-268. doi:10.1002/jtr.850
- Sancho Esper, F., & Álvarez Rateike, J. (2010). Tourism Destination Image and Motivations: The Spanish Perspective of Mexico. *Journal of Travel & Tourism Marketing*, 27(4), 349-360. doi:10.1080/10548408.2010.481567

- Santana, L. D., & Sevilha Gosling, M. D. (2018). Dimensions of Image: A Model of Destination Image Formation. *Tourism Analysis*, 23(3), 303-322. doi:10.3727/108354218x15305418666940
- Santos Silva, M., Albayrak, T., Caber, M., & Moutinho, L. (2016a). Key destination attributes of behavioural intention: An application of neural networks. *European Journal of Tourism Research*, 14, 16-28.
- Santos Silva, M., Albayrak, T., Caber, M., & Moutinho, L. (2016b). Key destination attributes of behavioural intention: An application of neural networks. 14, 16-28.
- Sanz-Blas, S., Buzova, D., & Carvajal-Trujillo, E. (2017). Investigating the moderating effect of information sources on cruise tourist behaviour in a port of call. *Current Issues in Tourism*, 20(2), 120-128. doi:10.1080/13683500.2015.1091444
- Sanz-Blas, S., Buzova, D., & Carvajal-Trujillo, E. (2019). Familiarity and visit characteristics as determinants of tourists' experience at a cruise destination. *Tourism Management Perspectives*, 30, 1-10. doi:<https://doi.org/10.1016/j.tmp.2019.01.005>
- Sarli, A., & Baharun, R. (2013). Exploring Psychographic Traits in Tourism Marketing: Causal Relationship from Destination Image to Loyalty. *jurnal teknologi*, 64(2), 1-5. doi:10.11113/jt.v64.2211
- Saunders, M. N. K., Lewis, P., & Thornhill, A. (2015). *Research methods for business students* (7th ed.). New York: Pearson.
- Saunders, M. N. K. a. (2019). Research methods for business students. In P. a. Lewis & A. a. Thornhill (Eds.), (Eighth Edition. ed.): New York : Pearson.
- Schofield, P., Phillips, L., & Eliopoulos, K. (2005). Positioning Warrington for Day Trip Tourism: Assessing Visitor and Non-Visitor Images. *Anatolia*, 16(2), 127-146. doi:10.1080/13032917.2005.9687173
- Serna, A., Gerrikagoitia, J. K., & Alzua, A. (2013). Towards a better understanding of the cognitive destination image of Euskadi-Basque Country based on the analysis of UGC. In *Information and communication technologies in tourism 2014* (pp. 395-407): Springer.
- Shanka, T., & Phau, I. (2008). Tourism Destination Attributes: What the Non-visitors Say – Higher Education Students' Perceptions. *Asia Pacific Journal of Tourism Research*, 13(1), 81-94. doi:10.1080/10941660701883383
- Shankar, R. S. (2018). Destination personality and destination image: A literature review. *IUP Journal of Brand Management*, 15(4), 47-60.
- Shankar, S. R. (2019). The Impact of Tourists' Sociodemographic Characteristics on Perceived Destination Image. *IUP Journal of Brand Management*, 16(2), 26-44.
- Shin, Y. (2009). Examining the link between visitors' motivations and convention destination image. *Tourismos*, 4(2).
- Siemsen, E., Roth, A., & Oliveira, P. (2009). Common Method Bias in Regression Models With Linear, Quadratic, and Interaction Effects. *Organizational Research Methods*, 13(3), 456-476. doi:10.1177/1094428109351241
- Silva, C., Kastenholz, E., & Abrantes, J. L. (2013). Place-attachment, destination image and impacts of tourism in mountain destinations. *Anatolia*, 24(1), 17-29. doi:10.1080/13032917.2012.762312
- Simmering, M. J., Fuller, C. M., Richardson, H. A., Ocal, Y., & Atinc, G. M. (2015). Marker Variable Choice, Reporting, and Interpretation in the Detection of Common Method Variance: A Review and Demonstration. *Organizational Research Methods*, 18(3), 473-511. doi:10.1177/1094428114560023
- Singh, N., Krentler, K. A., & Ahuja, S. (2016). Profiling and segmentation of international tourists in India. *Anatolia*, 28(1), 31-40. doi:10.1080/13032917.2016.1245670
- Sirgy, M. J., & Su, C. (2000). Destination Image, Self-Congruity, and Travel Behavior: Toward an Integrative Model. *Journal of Travel Research*, 38(4), 340-352. doi:10.1177/004728750003800402

- Siriwardana, S., Chaminda, J., & Rathnayake, D. T. (2019). What have they heard? Pre-visit image of Sri Lanka as a tourist destination. *South Asian Journal of Management*, 26(2).
- Skavronskaya, L., Scott, N., Moyle, B., Le, D., Hadinejad, A., Zhang, R., . . . Shakeela, A. (2017). Cognitive psychology and tourism research: state of the art. *Tourism Review*, 72(2), 221-237. doi:10.1108/TR-03-2017-0041
- Slak Valek, N., & Williams, R. B. (2018). One place, two perspectives: Destination image for tourists and nationals in Abu Dhabi. *Tourism Management Perspectives*, 27, 152-161. doi:<https://doi.org/10.1016/j.tmp.2018.06.004>
- Smallman, C., & Moore, K. (2010). Process studies of tourists' decision-making. *Annals of Tourism Research*, 37(2), 397-422. doi:<https://doi.org/10.1016/j.annals.2009.10.014>
- Smith, W. W., Li, X., Pan, B., Witte, M., & Doherty, S. T. (2015). Tracking destination image across the trip experience with smartphone technology. *Tourism Management*, 48, 113-122. doi:10.1016/j.tourman.2014.04.010
- Som, A. P. M., & Badarneh, M. B. (2011). Tourist satisfaction and repeat visitation; toward a new comprehensive model. *International Journal of Human and Social Sciences*, 6(1), 1106-1111.
- Son, A. (2005). The measurement of tourist destination image: applying a sketch map technique. *International Journal of Tourism Research*, 7(4-5), 279-294. doi:10.1002/jtr.532
- Son, A., & Pearce, P. (2005). Multi-Faceted Image Assessment: International Students' Views of Australia as a Tourist Destination. *Journal of Travel & Tourism Marketing*, 18(4), 21-35. doi:10.1300/J073v18n04\_02
- Song, H., Li, G., & Cao, Z. (2017). Tourism and Economic Globalization: An Emerging Research Agenda. *Journal of Travel Research*, 57(8), 999-1011. doi:10.1177/0047287517734943
- Song, Z., Su, X., & Liaoning, L. (2013). The indirect effects of destination image on destination loyalty intention through tourist satisfaction and perceived value: the bootstrap approach. *Journal of Travel & Tourism Marketing*, 30(4), 386-409. doi:10.1080/10548408.2013.784157
- Stankevich, A. (2017). Explaining the consumer decision-making process: Critical literature review. *Journal of*.
- Stepchenkova, S., Kim, H., & Kirilenko, A. (2015). Cultural differences in pictorial destination images: Russia through the camera lenses of American and Korean tourists. *Journal of Travel Research*, 54(6), 758-773. doi:10.1177/0047287514535849
- Stepchenkova, S., Kirilenko, A. P., & Shichkova, E. (2019). Influential factors for intention to visit an adversarial nation: increasing robustness and validity of findings. *International Journal of Tourism Cities*, 5(3), 491-510. doi:10.1108/ijtc-11-2018-0085
- Stepchenkova, S., & Li, X. (2012). Chinese Outbound Tourists' Destination Image of America. *Journal of Travel Research*, 51(6), 687-703. doi:10.1177/0047287512451137
- Stepchenkova, S., & Mills, J. E. (2010). Destination Image: A Meta-Analysis of 2000–2007 Research. *Journal of Hospitality Marketing & Management*, 19(6), 575-609. doi:10.1080/19368623.2010.493071
- Stepchenkova, S., & Morrison, A. M. (2008). Russia's destination image among American pleasure travelers: Revisiting Echtner and Ritchie. *Tourism Management*, 29(3), 548-560. doi:10.1016/j.tourman.2007.06.003
- Stylidis, D., Belhassen, Y., & Shani, A. (2017a). Destination image, on-site experience and behavioural intentions: path analytic validation of a marketing model on domestic tourists. *Current Issues in Tourism*, 20(15), 1653-1670. doi:10.1080/13683500.2015.1051011
- Stylidis, D., & Cherifi, B. (2018). Characteristics of destination image: visitors and non-visitors' images of London. *Tourism Review*, 73(1), 55-67. doi:10.1108/tr-05-2017-0090
- Stylidis, D., Shani, A., & Belhassen, Y. (2017b). Testing an integrated destination image model across residents and tourists. *Tourism Management*, 58, 184-195. doi:10.1016/j.tourman.2016.10.014
- Stylidis, D., Sit, J., & Biran, A. (2016). An Exploratory Study of Residents' Perception of Place Image: The Case of Kavala. *J Travel Res*, 55(5), 659-674. doi:10.1177/0047287514563163



- Stylos, N., & Andronikidis, A. (2013). Exploring the cognitive image of a tourism destination. *Tourismos*, 8(3).
- Stylos, N., Bellou, V., Andronikidis, A., & Vassiliadis, C. A. (2017). Linking the dots among destination images, place attachment, and revisit intentions: A study among British and Russian tourists. *Tourism Management*, 60, 15-29. doi:<https://doi.org/10.1016/j.tourman.2016.11.006>
- Stylos, N., Vassiliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism Management*, 53, 40-60. doi:<https://doi.org/10.1016/j.tourman.2015.09.006>
- Su, L., Hsu, M. K., & Swanson, S. (2017). The Effect of Tourist Relationship Perception on Destination Loyalty at a World Heritage Site in China: The Mediating Role of Overall Destination Satisfaction and Trust. *Journal of Hospitality & Tourism Research*, 41(2), 180-210. doi:10.1177/1096348014525630
- Suhartanto, D., Clemes, M. D., & Wibisono, N. (2018). How Experiences With Cultural Attractions Affect Destination Image and Destination Loyalty. *Tourism Culture & Communication*, 18(3), 176-188. doi:10.3727/109830418x15319363084463
- Suhartanto, D., Ruhadi, & Triyuni, N. (2016). Tourist loyalty toward shopping destination: The role of shopping satisfaction and destination image. 13, 84-102.
- Sun, X., Geng-Qing Chi, C., & Xu, H. (2013). Developing destination loyalty: The case of Hainan Island. *Annals of Tourism Research*, 43, 547-577. doi:<https://doi.org/10.1016/j.annals.2013.04.006>
- Sung Moon, K., Kim, M., Jae Ko, Y., Connaughton, D. P., & Hak Lee, J. (2011). The influence of consumer's event quality perception on destination image. *Managing Service Quality: An International Journal*, 21(3), 287-303. doi:10.1108/09604521111127974
- Swart, K., George, R., Cassar, J., & Sneyd, C. (2018). The 2014 FIFA World Cup™: Tourists' satisfaction levels and likelihood of repeat visitation to Rio de Janeiro. *Journal of Destination Marketing & Management*, 8, 102-113. doi:<https://doi.org/10.1016/j.jdmm.2017.01.001>
- Sweeney, J., & Soutar, G. (2001). Consumer Perceived Value: The Development of a Multiple Item Scale. *Journal of Retailing*, 77, 203-220. doi:10.1016/S0022-4359(01)00041-0
- Sweeney, J. C., Hausknecht, D., & Soutar, G. N. (2000). Cognitive dissonance after purchase: A multidimensional scale. *Psychology & Marketing*, 17(5), 369-385. doi:10.1002/(SICI)1520-6793(200005)17:5<369::AID-MAR1>3.0.CO;2-G
- Tan, W.-K., & Wu, C.-E. (2016). An investigation of the relationships among destination familiarity, destination image and future visit intention. *Journal of Destination Marketing & Management*, 5(3), 214-226. doi:<https://doi.org/10.1016/j.jdmm.2015.12.008>
- Tanford, S. (2013). The impact of tier level on attitudinal and behavioral loyalty of hotel reward program members. *International Journal of Hospitality Management*, 34, 285-294. doi:<https://doi.org/10.1016/j.ijhm.2013.04.006>
- Tang, Y. (2014). Travel Motivation, Destination Image and Visitor Satisfaction of International Tourists After the 2008 Wenchuan Earthquake: A Structural Modelling Approach. *Asia Pacific Journal of Tourism Research*, 19(11), 1260-1277. doi:10.1080/10941665.2013.844181
- Tapachai, N., & Waryszak, R. (2000). An Examination of the Role of Beneficial Image in Tourist Destination Selection. *Journal of Travel Research - J TRAVEL RES*, 39, 37-44. doi:10.1177/004728750003900105
- Tapia, G. P., Mercadé Melé, P., & Almeida-García, F. (2019). Corporate image and destination image: the moderating effect of the motivations on the destination image of Spain in South Korea. *Asia Pacific Journal of Tourism Research*, 24(1), 70-82. doi:10.1080/10941665.2018.1541913
- Tasci, A. D. A. (2006). Visit Impact on Destination Image. *Tourism Analysis*, 11(5), 297-309. doi:10.3727/108354206779277381
- Tasci, A. D. A. (2009). A Semantic Analysis of Destination Image Terminology. *Tourism Review International*, 13(1), 65-78. doi:10.3727/154427209789130648
- Tasci, A. D. A., & Gartner, W. C. (2007). Destination Image and Its Functional Relationships. *Journal of Travel Research*, 45(4), 413-425. doi:10.1177/0047287507299569

- Tasci, A. D. A., Gartner, W. C., & Tamer Cavusgil, S. (2007). Conceptualization and Operationalization of Destination Image. *Journal of Hospitality & Tourism Research*, 31(2), 194-223. doi:10.1177/1096348006297290
- Tasci, A. D. A., Hahm, J., & Terry, D. B. (2019). A longitudinal study of Olympic Games' impact on the image of a host country. *Journal of Travel & Tourism Marketing*, 36(4), 443-457. doi:10.1080/10548408.2019.1568952
- Tasci, A. D. A., & Holecek, D. F. (2007). Assessment of image change over time: The case of Michigan. *Journal of Vacation Marketing*, 13(4), 359-369. doi:10.1177/1356766707081012
- Tasci, A. D. A., & Kozak, M. (2006). Destination brands vs destination images: Do we know what we mean? *Journal of Vacation Marketing*, 12(4), 299-317. doi:10.1177/1356766706067603
- Taut, D., & Baban, A. (2012). Relative contribution of affective and cognitive attitudes in predicting physical activity. *Cognition, Brain, Behavior*, 16, 403-421.
- Tavitiyaman, P., & Qu, H. (2013). Destination Image and Behavior Intention of Travelers to Thailand: the Moderating Effect of Perceived Risk. *Journal of Travel & Tourism Marketing*, 30(3), 169-185. doi:10.1080/10548408.2013.774911
- Taylan Dortyol, I., Varinli, I., & Kitapci, O. (2014). How do international tourists perceive hotel quality? An exploratory study of service quality in Antalya tourism region. *International Journal of Contemporary Hospitality Management*, 26(3), 470-495. doi:10.1108/IJCHM-11-2012-0211
- Tegegne, W. A., Moyle, B. D., & Becken, S. (2018). A qualitative system dynamics approach to understanding destination image. *Journal of Destination Marketing & Management*, 8, 14-22. doi:10.1016/j.jdmm.2016.09.001
- Telci, E. E., Maden, C., & Kantur, D. (2011). The theory of cognitive dissonance: A marketing and management perspective. *Procedia - Social and Behavioral Sciences*, 24, 378-386. doi:<https://doi.org/10.1016/j.sbspro.2011.09.120>
- Teodorescu, N., Pârgaru, I., Stancioiu, A.-F., Matei, E., & Botos, A. (2014). Modelling the Image Research of a Tourism Destination. *Amfiteatru economic*, 16(8), 1076-1088.
- Teviana, T., Ginting, P., Lubis, A. N., & Gultom, P. (2017). Antecedents of tourism destination image and customer satisfaction in tourism industry. *European Research Studies Journal*, 20(3), 435-445.
- Tham, A., Croy, G., & Mair, J. (2013). Social Media in Destination Choice: Distinctive Electronic Word-of-Mouth Dimensions. *Journal of Travel & Tourism Marketing*, 30(1-2), 144-155. doi:10.1080/10548408.2013.751272
- Tkaczynski, A., Rundle-Thiele, S. R., & Cretchley, J. (2015). A vacationer-driven approach to understand destination image. *Journal of Vacation Marketing*, 21(2), 151-162. doi:10.1177/1356766714567796
- Toudert, D., & Bringas-Rábago, N. L. (2016). Impact of the destination image on cruise repeater's experience and intention at the visited port of call. *Ocean & coastal management*, 130, 239-249. doi:10.1016/j.ocecoaman.2016.06.018
- Tseng, C., Wu, B., Morrison, A. M., Zhang, J., & Chen, Y.-c. (2015). Travel blogs on China as a destination image formation agent: A qualitative analysis using Leximancer. *Tourism Management*, 46, 347-358. doi:<https://doi.org/10.1016/j.tourman.2014.07.012>
- Um, S., Chon, K., & Ro, Y. (2006). Antecedents of revisit intention. *Annals of Tourism Research*, 33(4), 1141-1158. doi:<https://doi.org/10.1016/j.annals.2006.06.003>
- UNESCO. (2019). Itchan Kala. Retrieved from <https://whc.unesco.org/en/list/543>
- UNESCO World Heritage Centre. (2017). Samarkand – Crossroad of Cultures. Retrieved from <https://whc.unesco.org/en/list/603>
- UNESCO World Heritage Centre. (2019). Historic Centre of Bukhara. Retrieved from <https://whc.unesco.org/en/list/602>
- United Nations. (2018). The Republic of Uzbekistan introduces E-visa system for 51 countries and a 5-day transit visa-free procedure for 101 countries. Retrieved from

<https://www.un.int/uzbekistan/news/republic-uzbekistan-introduces-e-visa-system-51-countries-and-5-day-transit-visa-free-procedure>

- Van Dyk, A., Tkaczynski, A., & Slabbert, E. (2019). Repeat tourism, destination image and behavioural intentions: implications for sustainable development in South Africa. *Tourism Recreation Research*, 44(3), 392-398. doi:10.1080/02508281.2019.1637610
- van Harreveld, F., Nohlen, H. U., & Schneider, I. K. (2015). Chapter Five - The ABC of Ambivalence: Affective, Behavioral, and Cognitive Consequences of Attitudinal Conflict. In J. M. Olson & M. P. Zanna (Eds.), *Advances in Experimental Social Psychology* (Vol. 52, pp. 285-324): Academic Press.
- Vaughn, R. (1986). How advertising works: a planning model revisited. *Journal of Advertising Research*, 26(1), 57-66.
- Vitouladiti, O. (2013). The comparison of secondary and primary tourism destination image: Serving as a bridge between expectation and experience and guiding effective marketing and management strategies. *Tourismos: an international multidisciplinary journal of tourism*, 8(1), 53-91.
- Vo Thanh, T., Cam Tran, T. A., & Dang, R. (2018). Satisfaction as a Bridge to Loyalty in a Tourist Destination. *Tourism Analysis*, 23(1), 45-60.  
doi:<https://doi.org/10.3727/108354218X15143857349486>
- Vogt, C. A., & Andereck, K. L. (2003). Destination Perceptions Across a Vacation. *Journal of Travel Research*, 41(4), 348-354. doi:10.1177/0047287503041004003
- Wahyuni, D. (2012). The Research Design Maze: Understanding Paradigms, Cases, Methods and Methodologies. *Journal of Applied Management Accounting Research*, 10(1), 69-80.
- Walls, A. R., Okumus, F., & Wang, Y. (2011). Cognition and Affect Interplay: A Framework for the Tourist Vacation Decision-Making Process. *Journal of Travel & Tourism Marketing*, 28(5), 567-582. doi:10.1080/10548408.2011.588121
- Wang, B., Yang, Z., Han, F., & Shi, H. (2016a). Car Tourism in Xinjiang: The Mediation Effect of Perceived Value and Tourist Satisfaction on the Relationship between Destination Image and Loyalty. *Sustainability*, 9, 22. doi:10.3390/su9010022
- Wang, C., Qu, H., & Hsu, M. K. (2016b). Toward an integrated model of tourist expectation formation and gender difference. *Tourism Management*, 54, 58-71.  
doi:10.1016/j.tourman.2015.10.009
- Wang, C. Y., & Hsu, M. K. (2010). The Relationships of Destination Image, Satisfaction, and Behavioral Intentions: An Integrated Model. *Journal of Travel & Tourism Marketing*, 27(8), 829-843. doi:10.1080/10548408.2010.527249
- Wang, X., Zhang, J., Gu, C., & Zhen, F. (2009). Examining Antecedents and Consequences of Tourist Satisfaction: A Structural Modeling Approach. *Tsinghua Science & Technology*, 14(3), 397-406. doi:10.1016/S1007-0214(09)70057-4
- Wang, Y.-J., Wu, C., & Yuan, J. (2010). Exploring Visitors' Experiences and Intention to Revisit a Heritage Destination: The Case for Lukang, Taiwan. *Journal of Quality Assurance in Hospitality & Tourism*, 11(3), 162-178. doi:10.1080/1528008x.2010.483418
- Wang, Y., & Davidson, M. C. G. (2010). Pre- and post-trip perceptions: an insight into Chinese package holiday market to Australia. *Journal of Vacation Marketing*, 16(2), 111-123. doi:10.1177/1356766709357488
- Werner, C. (2003). The New Silk Road: Mediators and Tourism Development in Central Asia. *Ethnology*, 42(2), 141-159. doi:10.2307/3773779
- Whang, H., Yong, S., & Ko, E. (2016). Pop culture, destination images, and visit intentions: Theory and research on travel motivations of Chinese and Russian tourists. *Journal of Business Research*, 69(2), 631-641. doi:<https://doi.org/10.1016/j.jbusres.2015.06.020>
- White, C. (2005). Destination image: to see or not to see? Part II. *International Journal of Contemporary Hospitality Management*, 17(2), 191-196. doi:10.1108/09596110510582387

- White Christopher, J. (2004). Destination image: to see or not to see? *International Journal of Contemporary Hospitality Management*, 16(5), 309-314. doi:10.1108/09596110410540285
- Wong, I. A., Xu, Y. H., Tan, X. S., & Wen, H. (2019). The boundary condition of travel satisfaction and the mediating role of destination image: The case of event tourism. *Journal of Vacation Marketing*, 25(2), 207-224. doi:10.1177/1356766718763691
- Wong, J.-Y., Lee, S.-J., & Lee, W.-H. (2016). 'Does it Really Affect Me?' Tourism Destination Narratives, Destination Image, and the Intention to Visit: Examining the Moderating Effect of Narrative Transportation. *International Journal of Tourism Research*, 18(5), 458-468. doi:10.1002/jtr.2063
- Wong, J., & Law, R. (2003). Difference in shopping satisfaction levels: a study of tourists in Hong Kong. *Tourism Management*, 24(4), 401-410. doi:[https://doi.org/10.1016/S0261-5177\(02\)00114-0](https://doi.org/10.1016/S0261-5177(02)00114-0)
- Wongsawat, Y., & Deebhijarn, S. (2019). A structural equation modeling on factors related to foreign tourists' destination satisfaction and destination loyalty: The case of Lanna cultural tourism in Thailand. *Asia-Pacific Social Science Review*, 19(1), 169-177.
- World Tourism Organization. (2019). *NWTO Guidelines for Institutional Strengthening of Destination Management Organizations (DMOs) – Preparing DMOs for new challenges* UNWTO (pp. 1-28). doi:<https://doi.org/10.18111/9789284420841>
- World Tourism Organization (UNWTO). (2015). *Uzbekistan Tourism Insight – Findings from the Uzbekistan International Visitor Economy Survey 2014 and National Tourism Satellite Accounts*. Retrieved from [https://webunwto.s3-eu-west-1.amazonaws.com/imported\\_images/45108/150910\\_uzbekistan\\_visitor\\_economy\\_survey\\_jc\\_final.pdf](https://webunwto.s3-eu-west-1.amazonaws.com/imported_images/45108/150910_uzbekistan_visitor_economy_survey_jc_final.pdf)
- World Travel & Tourism Council. (2018). *Travel and Tourism Economic Impact 2018 Uzbekistan*. Retrieved from <https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/uzbekistan2018.pdf>
- Wu, C.-W. (2016). Destination loyalty modeling of the global tourism. *Journal of Business Research*, 69(6), 2213-2219. doi:10.1016/j.jbusres.2015.12.032
- Wu, H.-C., & Li, T. (2014). A Study of Experiential Quality, Perceived Value, Heritage Image, Experiential Satisfaction, and Behavioral Intentions for Heritage Tourists. *Journal of Hospitality & Tourism Research*, 41(8), 904-944. doi:10.1177/1096348014525638
- Wu, L.-Y., Chen, K.-Y., Chen, P.-Y., & Cheng, S.-L. (2014). Perceived value, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective. *Journal of Business Research*, 67(1), 2768-2776. doi:<https://doi.org/10.1016/j.jbusres.2012.09.007>
- Xu, H., & Ye, T. (2018). Dynamic destination image formation and change under the effect of various agents: The case of Lijiang, 'The Capital of Yanyu'. *Journal of Destination Marketing & Management*, 7, 131-139. doi:10.1016/j.jdmm.2016.06.009
- Xu, J., Chan, T. L., & Pratt, S. (2018). Destination Image of Taiwan From the Perspective of Hong Kong Residents: Revisiting Structural Relationships Between Destination Image Attributes and Behavioral Intention. *International Journal of Hospitality & Tourism Administration*, 19(3), 289-310. doi:10.1080/15256480.2017.1324339
- Yacout, O. M., & Hefny, L. I. (2015). Use of Hofstede's cultural dimensions, demographics, and information sources as antecedents to cognitive and affective destination image for Egypt. *Journal of Vacation Marketing*, 21(1), 37-52. doi:10.1177/1356766714538444
- Yamaguchi, S., Akiyoshi, R., Yamaguchi, Y., & Nogawa, H. (2015). Assessing the Effects of Service Quality, Past Experience, and Destination Image on Behavioral Intentions in the Spring Training Camp of a Japanese Professional Baseball Team. *Journal of Convention & Event Tourism*, 16(3), 228-252. doi:10.1080/15470148.2015.1043611
- Yan, Q., Zhou, S., & Wu, S. (2018). The influences of tourists' emotions on the selection of electronic word of mouth platforms. *Tourism Management*, 66, 348-363. doi:10.1016/j.tourman.2017.12.015



- Yang, F. X. (2016). Tourist Co-Created Destination Image. *Journal of Travel & Tourism Marketing*, 33(4), 425-439. doi:10.1080/10548408.2015.1064063
- Yang, J., He, J., & Gu, Y. (2012). The implicit measurement of destination image: The application of Implicit Association Tests. *Tourism Management*, 33(1), 50-52. doi:10.1016/j.tourman.2011.01.022
- Yang, J., Yuan, B., & Hu, P. (2009). Tourism Destination Image and Visit Intention: Examining the Role of Familiarity. *Journal of China Tourism Research*, 5(2), 174-187. doi:10.1080/19388160902910557
- Yap, C. S., Ahmad, R., & Zhu, P. (2018). International tourist satisfaction in Malaysia: antecedents and consequences. *Anatolia*, 29(3), 351-367. doi:10.1080/13032917.2017.1422769
- Ye, Q., Li, H., Wang, Z., & Law, R. (2014). The Influence of Hotel Price on Perceived Service Quality and Value in E-Tourism: An Empirical Investigation Based on Online Traveler Reviews. *Journal of Hospitality & Tourism Research*, 38(1), 23-39. doi:10.1177/1096348012442540
- Yeung, M. W., Kim, S., & Schuckert, M. (2016). Japanese Tourists to Hong Kong: Their Preferences, Behavior, and Image Perception. *Journal of Travel & Tourism Marketing*, 33(5), 730-741. doi:10.1080/10548408.2016.1167388
- Yilmaz, Y., Yilmaz, Y., İçigen, E. T., Ekin, Y., & Utku, B. D. (2009). Destination Image: A Comparative Study on Pre and Post Trip Image Variations. *Journal of Hospitality Marketing & Management*, 18(5), 461-479. doi:10.1080/19368620902950022
- Yue-qian, J., & Gong-min, B. (2008). *The Effect of Nationality on the Multidimensionality of Tourist Destination Image: A Case of Hangzhou*. Paper presented at the 2008 International Workshop on Education Technology and Training & 2008 International Workshop on Geoscience and Remote Sensing.
- Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management*, 31(2), 274-284. doi:<https://doi.org/10.1016/j.tourman.2009.03.007>
- Žabkar, V., Brenčič, M. M., & Dmitrović, T. (2010). Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level. *Tourism Management*, 31(4), 537-546. doi:<https://doi.org/10.1016/j.tourman.2009.06.005>
- Zajonc, R. B. (1980). Feeling and thinking: Preferences need no inferences. *American psychologist*, 35(2), 151. doi:<https://doi.org/10.1037/0003-066X.35.2.151>
- Zaman, K., Moemen, M. A.-e., & Islam, T. (2017). Dynamic linkages between tourism transportation expenditures, carbon dioxide emission, energy consumption and growth factors: evidence from the transition economies. *Current Issues in Tourism*, 20(16), 1720-1735. doi:10.1080/13683500.2015.1135107
- Zehrer, A., Crofts, J. C., & Magnini, V. P. (2011). The perceived usefulness of blog postings: An extension of the expectancy-disconfirmation paradigm. *Tourism Management*, 32(1), 106-113. doi:<https://doi.org/10.1016/j.tourman.2010.06.013>
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2-22. doi:10.1177/002224298805200302
- Zeugner-Roth, K. P., & Žabkar, V. (2015). Bridging the gap between country and destination image: Assessing common facets and their predictive validity. *Journal of Business Research*, 68(9), 1844-1853. doi:10.1016/j.jbusres.2015.01.012
- Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, 40, 213-223. doi:<https://doi.org/10.1016/j.tourman.2013.06.006>
- Zhang, H., Wu, Y., & Buhalis, D. (2018a). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing & Management*, 8, 326-336. doi:10.1016/j.jdmm.2017.06.004
- Zhang, H., Xu, F., Leung, H. H., & Cai, L. A. (2016). The Influence of Destination-Country Image on Prospective Tourists' Visit Intention: Testing Three Competing Models. *Asia Pacific Journal of Tourism Research*, 21(7), 811-835. doi:10.1080/10941665.2015.1075566

- Zhang, J., Wu, B., Morrison, A. M., Tseng, C., & Chen, Y.-c. (2018b). How Country Image Affects Tourists' Destination Evaluations: A Moderated Mediation Approach. *Journal of Hospitality & Tourism Research*, 42(6), 904-930. doi:10.1177/1096348016640584
- Zhang, Y. (2015). The impact of brand image on consumer behavior: A literature review. *Open journal of business and management*, 3(01), 58.

# Appendices

## Appendix 1 The pre-visit questionnaire

Pre – visit questionnaire

### **Destination image change in tourist subgroups: The case of Uzbekistan**

The responses are treated with **strictest confidence**  
The questionnaire does **not** ask for any **personal details**

This questionnaire is designed for: **18 years and older first-time travellers**  
who are staying in Uzbekistan **more than one day and less than a year**

Correspondence address:

Mamlakat Khudaykulova  
University of Salford  
Salford Business School  
Greater Manchester, United Kingdom  
M5 4WT  
E-mail: [M.Khudaykulova@edu.salford.ac.uk](mailto:M.Khudaykulova@edu.salford.ac.uk)

**Q1.** (Question 1 measured 'variety of information sources' for multigroup analysis)

Have you heard or seen about Uzbekistan from following information sources? (tick all relevant)

- ☐ Tour operator/ Travel agent      ☐ Articles/ News/ Books      ☐ Social Media  
☐ Advertisements      ☐ Brochures/ Travel guides      ☐ Friends and Family

**Q2.** (Question 2 measured 'frequency of information sources' for multigroup analysis)

How often have you seen, heard or read information about Uzbekistan?

- ☐ Never      ☐ Rarely      ☐ Occasionally      ☐ Often

**Q3.** (Question 3 measured 'importance of information sources' for multigroup analysis)

Please indicate importance of these information sources in your travel destination choice. For each item on the left tick one of the five categories.

	Not important	Slightly important	Moderately important	Important	Very important
Professional advice (tour operators, travel agents, airlines)	1	2	3	4	5
Advertisements	1	2	3	4	5
Social media	1	2	3	4	5
Books/movies/news	1	2	3	4	5
Friends and Relatives	1	2	3	4	5

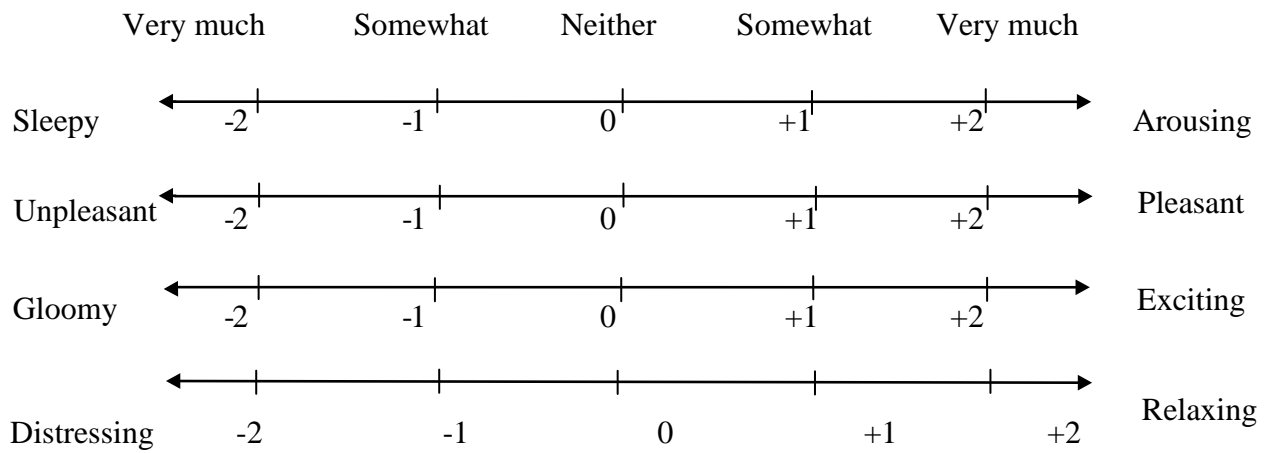
**Q4.** (Question 4 was included for the purpose of 'a marker variable')

Please indicate the extent of your agreement/disagreement for each item on the left.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
It is difficult for a visitor to behave in an environmentally responsible way	1	2	3	4	5
When holidaying I give myself a break from being too strict on being environmentally careful	1	2	3	4	5
I am responsible for my environmental behaviour even with limited choices, such as a tourist	1	2	3	4	5
While travelling abroad I continue vigilance about the environmental impact of my behaviour	1	2	3	4	5

**Q5.** (Question 5 measured 'pre-visit affective image')

Based on your expectations from your visit, please tick one of the five categories on each item to indicate your opinion about Uzbekistan as a travel destination.



**Q6.** (*Question 6 measured 'pre-visit functional holistic unique image'*)

What images or characteristics come to mind when you think of Uzbekistan as a vacation destination? *Please describe your answer in up to three words.*

---

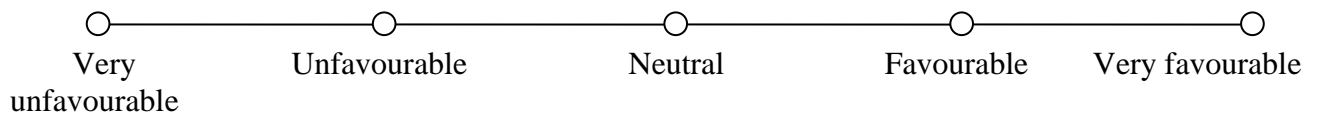
**Q7.** (*Question 7 measured 'pre-visit psychological holistic unique image'*)

How would you describe the atmosphere or mood that you would expect to experience while visiting Uzbekistan? *Please describe your answer in up to three words.*

---

**Q8.** (*Question 8 measured 'pre-visit overall image'*)

How would you describe your overall image towards Uzbekistan before your visit?



**Q9.** (*Question 9 measured 'pre-visit cognitive image'*)

On the left are statements about Uzbekistan. Please indicate how you feel about each statement based on your expectations from your visit.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
It has interesting historical sites	1	2	3	4	5
It has beautiful architecture	1	2	3	4	5
It has unique customs and culture	1	2	3	4	5
It has appealing local food	1	2	3	4	5
It has appealing lakes, mountains and deserts	1	2	3	4	5
It has unpolluted/unspoiled environment	1	2	3	4	5
It has pleasant climate	1	2	3	4	5
It is not overcrowded	1	2	3	4	5
It offers good facilities for travel information	1	2	3	4	5
It has modern roads and airports	1	2	3	4	5
It has good standard hygiene and cleanliness	1	2	3	4	5

It is a safe destination to travel	1	2	3	4	5
Local people are hospitable and friendly	1	2	3	4	5

**Q10.** (*Question 10 measured 'motivations' for multigroup analysis*)

How important are the following criteria in the choice of your travel to Uzbekistan?

	Not important	Slightly important	Moderately important	Important	Very important
Rest and relax	1	2	3	4	5
Take break from routine	1	2	3	4	5
Enjoy time with friends who travel together	1	2	3	4	5
Enjoy peace and tranquillity	1	2	3	4	5
Enrich myself intellectually	1	2	3	4	5
Experience cultures and ways of life	1	2	3	4	5
Experience different new places	1	2	3	4	5
Experience local food	1	2	3	4	5
Interact with local people	1	2	3	4	5
Experience unexpected	1	2	3	4	5
Have an adventure	1	2	3	4	5
Fulfil curiosity about Uzbekistan	1	2	3	4	5

**Q11.** Have you ever been to Uzbekistan before?

☐ Yes   ☐ No

**Q12.** You are travelling for? (*tick one*)

☐ Business   ☐ Holidays   ☐ Other

**Q13.** You are? (*tick one*)

☐ Male   ☐ Female

**Q14.** Please tick your **age** category as appropriate.

☐ 18 - 24   ☐ 25 - 34   ☐ 35 – 44

☐ 45 - 54   ☐ 55 - 64   ☐ 65+

**Q15.** What is your country of residence?

---

**Q16.** Please tick your level of education.

☐ Grade School   ☐ High School   ☐ Lower University degree   ☐ Higher University degree

**THANK YOU!**

If you are happy to be contacted by the researcher in the case of missing responses, please write down your e-mail address in **BLOCK CAPITALS**

## Appendix 2 The post-visit questionnaire

Post — visit questionnaire

### **Destination image change in tourist subgroups: The case of Uzbekistan**

The responses are treated with **strictest confidence**  
The questionnaire does **not** ask for any **personal details**

This questionnaire is designed for: **18 years and older first-time travellers**  
who are staying in Uzbekistan **more than one day** and **less than a year**

Correspondence address:

Mamlakat Khudaykulova  
University of Salford  
Salford Business School  
Greater Manchester, United Kingdom  
M5 4WT  
E-mail: [M.Khudaykulova@edu.salford.ac.uk](mailto:M.Khudaykulova@edu.salford.ac.uk)

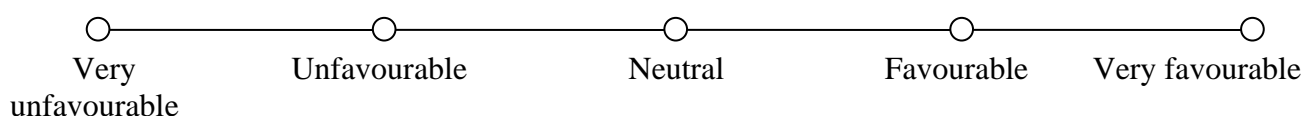
**Q1.** (Question 1 measured 'post-visit cognitive image')

On the left are statements about Uzbekistan. Please tick one of the five answer categories to indicate how you feel about each statement based on your experiences from your visit.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
It has interesting historical sites	1	2	3	4	5
It has beautiful architecture	1	2	3	4	5
It has unique customs and culture	1	2	3	4	5
It has appealing local food	1	2	3	4	5
It has appealing lakes, mountains and deserts	1	2	3	4	5
It has unpolluted/unspoiled environment	1	2	3	4	5
It has pleasant climate	1	2	3	4	5
It is not overcrowded	1	2	3	4	5
It offers good facilities for travel information	1	2	3	4	5
It has modern roads and airports	1	2	3	4	5
It has good standard hygiene and cleanliness	1	2	3	4	5
It is a safe destination to travel	1	2	3	4	5
Local people are hospitable and friendly	1	2	3	4	5

**Q2.** (Question 2 measured 'post-visit overall image')

How would you describe your overall image towards Uzbekistan as a result of your visit?



**Q3.** (Question 2 measured 'post-visit functional holistic unique image')

What images or characteristics come to mind when you think of Uzbekistan as a vacation destination?  
Please describe your answer in up to three words.

---

**Q4.** (Question 4 measured 'post-visit psychological holistic unique image')

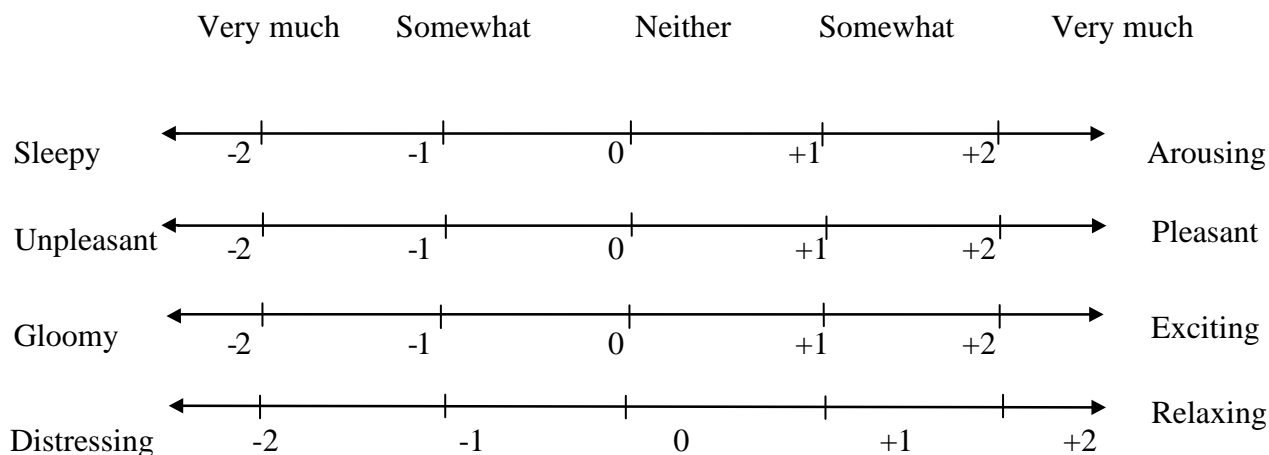
How would you describe the atmosphere or mood that you would expect to experience while visiting Uzbekistan? Please describe your answer in up to three words.

---

**Q5.** (Question 5 measured 'post-visit affective image')

Please tick one of the five categories on each item to indicate your opinion about Uzbekistan as a travel destination.





**Q6.** (*Question 6 measured 'perceived value'*)

Please tick one of the five answer categories to indicate how you feel about each statement on the left based on your experience from your visit.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Trip in Uzbekistan is good value for money	1	2	3	4	5
Trip in Uzbekistan is good value for my time	1	2	3	4	5
Trip in Uzbekistan is good value for my effort	1	2	3	4	5
Prices are low in Uzbekistan	1	2	3	4	5

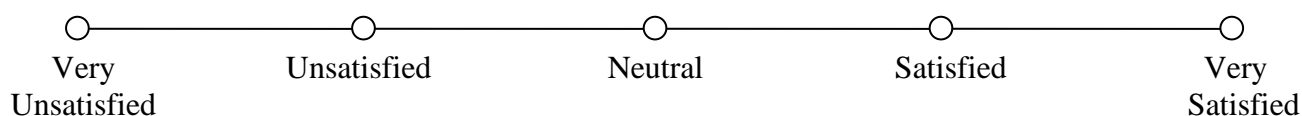
**Q7.** (*Question 7 measured 'perceived quality'*)

Please tick one of the five answer categories to indicate how you feel about each statement on the left based on your experience from your visit.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Businesses in Uzbekistan offer timely services	1	2	3	4	5
Service providers in Uzbekistan are knowledgeable and skilful about their service offerings	1	2	3	4	5
Service providers in Uzbekistan are friendly	1	2	3	4	5
Service providers in Uzbekistan are courteous and polite	1	2	3	4	5
Service providers in Uzbekistan are always willing to help	1	2	3	4	5

**Q8.** (*Question 8 measured overall tourist satisfaction*)

Overall, how satisfied are you with your stay in Uzbekistan?



**Q9.** (Question 9 measured 'cultural differences' for multigroup analysis)

Based on your experience, please indicate how different you found the items on the left in Uzbekistan from those in your home country?

	No difference	Slight difference	Moderate difference	Great difference	Extreme difference
Food	1	2	3	4	5
Clothes (dressing style)	1	2	3	4	5
Architectural style	1	2	3	4	5
Lifestyle and customs	1	2	3	4	5

**Q10.** (Question 10 measured 'word-of-mouth intentions')

Please tick one of the five answer categories for each statement on the left.

	Definitely would not	Probably would not	May or may not	Probably would	Definitely would
I would recommend Uzbekistan to family and friends	1	2	3	4	5
I would say positive things about Uzbekistan to other people	1	2	3	4	5
I would recommend Uzbekistan to those who want advice	1	2	3	4	5

## Appendix 3 Ethics approval letter



Research, Innovation and Academic  
Engagement Ethical Approval Panel

Research Centres Support Team  
G0.3 Joule House  
University of Salford  
M5 4WT

T +44(0)161 295 7012

[www.salford.ac.uk/](http://www.salford.ac.uk/)

5 April 2017

Dear Mamlakat Khudaykulova

**RE: ETHICS APPLICATION SBSR1617-20**

**TITLE :** Destination image change in tourist subgroups: The case of Uzbekistan

Based on the information that you provided, I am pleased to inform you that your application SBSR1617-20 has been approved.

If there are any changes to the project or its methodology, please inform the Panel as soon as possible by contacting [SBS-ResearchEthics@salford.ac.uk](mailto:SBS-ResearchEthics@salford.ac.uk).

Yours sincerely,



Professor David F. Percy  
Chair of the Staff and Postgraduate Research Ethics Panel  
Salford Business School

## Appendix 4 Participant information sheet

### PARTICIPANT INFORMATION

**Research title:**

Destination image change in tourist subgroups: The case of Uzbekistan

**Researchers' full name:**

Mamlakat Khudaykulova

Dear Sir/Madam,

I would like to invite you to take part in a research study. Whether or not you take part is your choice. If you don't want to take part, you don't have to give a reason, and it won't affect the care you receive. If you do want to take part now, but change your mind later, you can pull out of the study at any time.

The questions ask you about your perceptions of Uzbekistan as a travel destination. Your answers would help to conduct analysis in my research, which in turn would make theoretical and practical contributions towards tourism research.

It should take you less than **15 minutes** to complete the questionnaire. All information which is collected about you during the course of the research will be kept **strictly confidential**.

*Please take time to **read the information** on the next page.*

You are welcome to ask questions if anything you read is not clear or would like more information.

Thank you very much for giving some of your time to support this research.

Yours Sincerely,

Mrs Mamlakat Khudaykulova

### **Why are you conducting this survey?**

This survey is conducted as part of a thesis towards a PhD degree. The purpose is to investigate change in destination image perceptions. To improve quality of results the study intends to collect pre- and post-visit questionnaires from the same pool of respondents.

### **Why have I been invited to participate?**

As a first-time visitor to Uzbekistan you have been identified as a potential respondent to take part in this survey.

### **Am I required to take part in this survey?**

Your participation in this survey is **voluntary**. You may choose not to take the survey, to stop responding at any time, or to skip any questions that you do not want to answer. You must be at least **18 years of age** to participate in this study. Your completion of the survey serves as your voluntary agreement to participate in this research project.

### **What happens to my answers?**

Your answers are put together with the answers from other people and are not linked to your name. Your individual answers to the questions will be kept **confidential**; nobody will be able to identify you in any results that are published.

Your confidentiality will be safeguarded during and after the study:

- questionnaires are anonymous and will be given a research code, known only to the researcher;
- electronic data will be held on a password protected computer accessed only by the researcher;
- any hardcopies of the data will be stored in a locked cabinet, within locked office, accessed only by the researcher.

### **Who has reviewed the study?**

The research has been approved by the University Research Ethics Committee, University of Salford.

### **Risks**

There are no foreseeable risks from participating in this study.

### **Contact for Further Information**

If you need further information you are welcome to contact Mrs Mamlakat Khudaykulova on [M.Khudaykulova@edu.salford.ac.uk](mailto:M.Khudaykulova@edu.salford.ac.uk) or Professor Sunil Sahadev on [S.Sahadev@salford.ac.uk](mailto:S.Sahadev@salford.ac.uk)

If you have any concerns about the way in which the study has been conducted, you should contact the Research Centre Support team on [SBS-ResearchEthics@salford.ac.uk](mailto:SBS-ResearchEthics@salford.ac.uk)

## Appendix 5 Uzbekistan map

Figure 7 Uzbekistan Map image



Source: Encyclopædia Britannica (2020)